

THE

Elks

MAGAZINE

JUNE 1954

GRAND LODGE CONVENTION

LOS ANGELES JULY 4-8



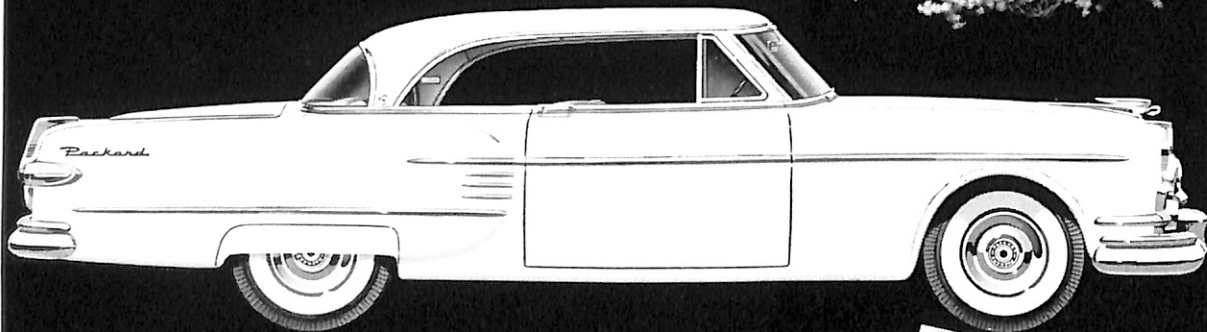
99



Renwick

*May We Extend a Special Invitation
TO ALL ELKS to see and drive the New*

PACKARDS for '54



The PACKARD Pacific Hardtop—one of 14 models in the Packard line.

The New Look in Cars is That Packard Look

YOUR Packard dealer takes great pride in welcoming you to his special Summer Showing of the brilliant new Packards and Packard Clippers for '54.

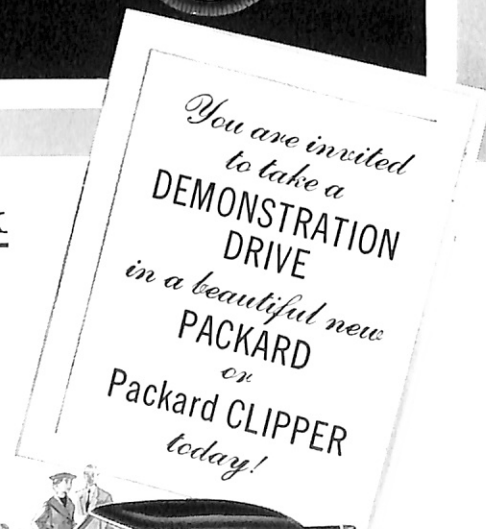
These are exciting cars—quality-built as only Packard can build them. They offer you far more power, more advanced engineering features, more convenience and relaxed driving comfort than any cars in Packard's 55-year history! And they are truly beautiful! *That Packard look* is the superb refinement of advanced contour styling—pioneered by Packard and now setting the trend in all of today's automotive design!

This is the most complete line of Packards ever built, with 14 models, 26 color combinations and 52 custom-tailored interiors available.

Let Packard Prove It!

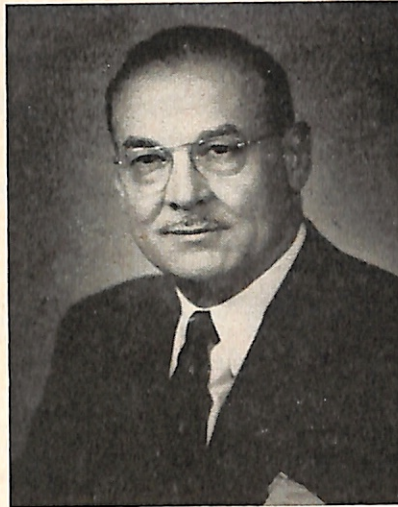
Extra Packards and Packard Clippers are available at your dealer's during his *Summer Showing*. You are invited to discover for yourself why these are America's most rewarding cars to own.

See "THE PACKARD PROGRAM," starring Martha Wright on ABC Television, Sunday 9:15 P. M. New York time. See newspaper for your local time and station.



Packard CLIPPER
Panama Hardtop

The CLIPPER—built by Packard in the fine-car tradition at a popular medium price.



A MESSAGE FROM THE GRAND EXALTED RULER

THE Elks have asked the American people to display the Flag on Flag Day as a mark of respect to our national ensign on its 177th anniversary. We have appealed to our fellow citizens to "Show Your Colors". Are we Elks prepared to do what we ask others to do?

Our "Show Your Colors" campaign is directed first to our own members, and it will not succeed unless Elks themselves lead the way.

First of all, every Elks Lodge should have a Flag, clean and in good repair, ready to unfurl above its home on June 14. Is your Lodge prepared?

Second, every Elk family should have a Flag, clean and in good repair, to display on June 14. Are you prepared for Flag Day?

If our Lodges and our members are prepared to show their colors on Flag Day, then, and only then, are we in position to ask our neighbors to show their colors. And we should ask our neighbors to show their colors.

Every Elks Lodge should canvass its own members, getting them to pledge that they will display the Flag on June 14.

Then each Lodge should appeal to the citizens in its community, personally if possible, and to every business house and public official to pledge that they will fly the Flag over their homes and the buildings under their control on the day that is set aside to pay homage to Old Glory.

To fly the Flag is a simple act of affirmation that we are Americans; that we believe in freedom and justice; that we love our country. I ex-

pect every Elk family to join in this act of affirmation on June 14.

* * *

It was 18 years ago, in 1936, when the Grand Lodge last met in Los Angeles. Our membership then was 466,000. When the 90th Grand Lodge Convention opens in Los Angeles on July 4, the membership of this great American fraternity will stand at 1,140,000. Ours is a truly magnificent record of growth and development. Delegates to the Grand Lodge will have the responsibility of deciding policies and programs that will serve to make our Order an even more effective instrument in the service of our fellowmen, and for the protection of our Republic.

Our California Brothers, under the leadership of Past Grand Exalted Ruler L. A. Lewis, have made lavish preparation for our comfort and convenience in the transaction of our business affairs. They have enlisted the abundant resources of their beautiful empire to provide superlative entertainment and recreation for their Convention guests.

I look forward to meeting as many of you as possible at what I am confident will be a most inspiring and enjoyable Convention.

Sincerely and fraternally,

EARL E. JAMES
GRAND EXALTED RULER



Baffled?

Have you spent the best years of your life in fruitless search for the perfect whiskey?

Has dismal failure dogged your heels?

Take heart, sir! Consider Lord Calvert, the *Custom Distilled* whiskey that costs a little more, tastes a little better. There's nothing between you and Lord Calvert but a bottle cap. And we're sure you can manage that.

BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DIST. CORP., N.Y.C.

THE ELKS

VOL. 33

MAGAZINE

No. 1

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA. PUBLISHED UNDER THE DIRECTION OF THE GRAND LODGE BY THE NATIONAL MEMORIAL AND PUBLICATION COMMISSION.

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

BRUCE A. CAMPBELL Chairman
JOHN S. McCLELLAND Secretary
EMMETT T. ANDERSON Asst. Secy. and Asst. Treas.
JOHN R. COEN Vice-Chairman
JAMES T. HALLINAN Treasurer

JAMES R. NICHOLSON General Manager
LEE C. HICKEY Editor
REGINA M. FISHER Associate Editor
JOSEPH C. JONES Art Editor
W. H. MAGRATH Controller
JOHN SCHMITT Circulation Manager
GENEVIEVE G. CONOVER Advertising Production
EDWARD FAUST Promotion Manager

EDITORIAL OFFICES, 50 East 42nd Street, New York 17, N. Y.

CONTENTS FOR JUNE, 1954

COVER BY REN WICKES

A MESSAGE FROM THE GRAND EXALTED RULER.....	1
TOM WRIGLEY WRITES FROM WASHINGTON.....	4
THE FUTURE LOOKS GOOD.....	6
BASEBALL'S HALL OF FAME.....	8
THE GRAND EXALTED RULER'S VISITS.....	10
ROD AND GUN.....	13
A WELCOME TO THE CONVENTION.....	14
"BOY-MEETS-GIRL STORY".....	15
KNIGHT OF THE PLAINS.....	16
FORE!.....	18
90TH GRAND LODGE CONVENTION.....	20
NEWS OF THE LODGES.....	22
IN THE DOGHOUSE.....	26
FOR ELKS WHO TRAVEL.....	28
ELKS FAMILY SHOPPER.....	30
FASHION SHOW FOR THE LADIES.....	36
OLD TIMERS IN ELKDOM.....	38
LODGE BULLETIN CONTEST WINNERS.....	43
"SHOW YOUR COLORS ON FLAG DAY".....	43
EDITORIAL.....	56

ADVERTISING OFFICES

CHICAGO 1
360 North Michigan Avenue
STATE 2-6662

NEW YORK 17
50 East 42nd Street
VANDERBILT 6-4660

LOS ANGELES 17
1709 West 8th Street
DUNKIRK 8-5187

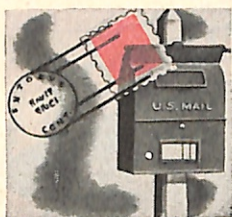
DETROIT 2
2970 West Grand Boulevard
TRINITY 5-7026

SAN FRANCISCO 4
1204 Russ Building
SUTTER 1-2251

CHANGE OF ADDRESS: POSTMASTER—Please mail Form 3579 notices to: THE ELKS MAGAZINE, 50 East 42nd Street, New York 17, N. Y.

Members are asked, in changing address, to send this information (1) Name; (2) Lodge Number; (3) Membership number; (4) New address; (5) Old address. Please allow 30 days for a change of address to be effected. The ELKS MAGAZINE, Volume 33, No. 1, June, 1954. Published monthly at McCall Street, Dayton, Ohio, by the Benevolent and Protective Order of Elks of the United States of America. Entered as second-class matter November 2, 1940, at the Post Office at Dayton, Ohio, under the Act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1952. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks, \$1.00 a year; for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this Magazine assumes no responsibility for their safety. Copyright, 1954, by the Benevolent and Protective Order of Elks of the United States of America

What Our Readers



Have to Say

At a recent meeting of our lodge it was moved, seconded and carried that the lodge purchase four copies of "The History of the Order of Elks", as per the coupon clipped from The Elks Magazine at the rate of \$3.62 per copy.

The motion also carried the stipulation that a copy be presented to the three libraries of the city and one be kept in the Secretary's office. We have a City Public Library, a College Library and a High School Library. It is thought that a proper presentation by a representative committee of the Elks might deserve some public recognition.

T. Nelson Douglas, Secy.
Hillsdale, Mich.

Discussing the ritual the other evening, the point of the Antlers, Bible and Flag on the altar was raised and whether or not it was proper to place anything on our national Emblem—the thought being that the American Flag should always fly free. May we have your opinion on this matter?

Joseph Salese, P.E.R.
Beacon, N. Y.

This is a question that has been raised many times since the ritual of placing the Flag on the altar was initiated in the late 1890's. The question is thoroughly discussed in the "History of the Order of Elks". To answer Brother Salese briefly, these facts may be stated:

About 1920, Past Grand Exalted Ruler Holland contacted responsible Army personnel and received a definite ruling that, since the Order was paying nothing but reverent respect to the Flag when it was placed on the altar, there was absolutely no reason why this part of the ritual was improper. While it is true that the Army insists that within its own organization the Flag must always fly free, it advised Mr. Holland that it does not establish rules and regulations for civilian practice, as long as the use is respectful. Thus, it has been established that it is completely legitimate to place the Flag on the altar, under the Bible and Antlers.

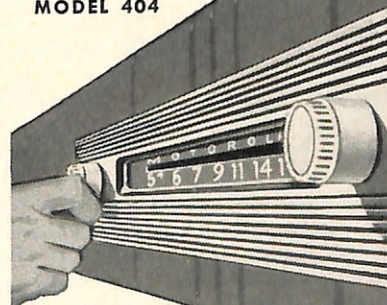
May I take this means to compliment you and your entire staff on the fine Elks Magazine you publish. It is truly a splendid man's magazine, with interesting stories and informative articles on current topics and exciting places, as well as providing good coverage of Elksdom's events and activities.

Henry M. Heyl
Wooster, Ohio

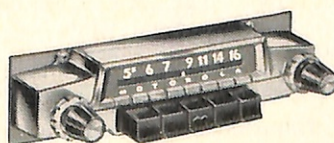
... with new, exclusive
VOLUMATIC CONTROL
NO FADE-OUT under bridges,
viaducts, underpasses!

Terrific buy! Powerful Motorola car radio, Model 404, is not only offered at the lowest price ever—but features the new, exclusive *Volumatic Control*. You set the volume—it's locked automatically. Won't fade out when you drive near tall buildings, under bridges—anywhere there is a signal! Won't vary even when you change from station to station. Five tubes plus rectifier and superheterodyne receiver. Drive to your authorized Motorola dealer for quick installation.

MODEL 404



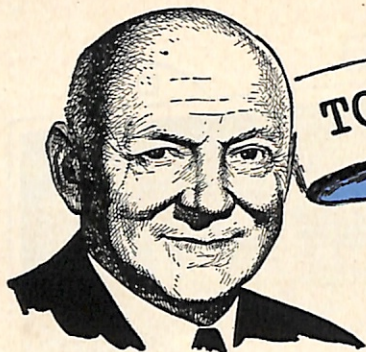
Motorola Pushbutton Model Car Radio



MODEL 554

Luxury car radio at a budget price! New *Volumatic Control*. Five-station, push-to-lock push-button tuner. New larger speaker for new depth in tone. Easy on the battery. **\$54.95**

Better See **Motorola** Golden Voice Radio



TOM WRIGLEY WRITES FROM WASHINGTON



RESULTS of primary contests for the November elections, now reaching a full boil, show no great upheaval one way or the other in the political lineups. There may be a flop here and there but no earthquakes. With most of the big battles still to come, Capitol Hill is a cauldron of rumor and predictions. Congress plans to close shop in a month and a half, or at the latest the last of July, and right now the legislative vision is strongly cross-eyed. One eye looks at the pile of important bills still pending while the other eye turns to the hinterland and the mending of political fences. The November election, an in-between Presidential set to, is no brush-off this time. It is rated the most important in history. There are 35 Senators to be chosen and a new House of Representatives of 435 members. Old campaigners in Senate and House say that with all the new techniques, nothing beats the personal visit and the handshake with constituents. The candidate who greets the most gets the most votes, they say.

WE RULE THE AIR

This nation has the largest force in the world for mass air transportation. The Military Air Transport Services now operates a fleet of 1,300 planes. In addition, the Aircraft Industries Association announces that over 300 of the nation's largest commercial air transports stand ready to be turned into military service at a moment's notice. This fleet is capable of transporting an entire division of troops, or more than 5.75 million pounds of cargo, coast to coast in less than 12 hours. The interesting part of all this is that most of these commercial planes have already had modifications which make them suitable for installation of military equipment.

MISQUOTED QUOTATIONS

Abraham Lincoln is the most misquoted of all Presidents, according to the Library of Congress reference service. For instance, that expression "You cannot help the poor by destroying the rich" actually was used for the first time by the Rev. William John Henry Boetcker in a book in 1916. The National Archives Building has carved in one of its stones "Eternal vigilance is the price of Liberty" supposed to be from Thomas Jefferson.

John Philpot Curran said it. Jefferson did not say "That government is best which governs least" as so many people believe. It came from the Fra Elbert Hubbard, of East Aurora, N. Y. Ben Franklin is supposed to have said before the Continental Congress "We must all hang together or most assuredly we shall all hang separately". There is no record that he said it, according to the library, which answers some 50,000 inquiries a year.

ALIEN TRICKS EXPOSED

Congressmen are giving careful examination to appeals from aliens for private bills to permit them to remain in the United States. Such bills automatically prevent deportation and in some cases the alien turns out to be a criminal, a communist, a ship-jumper or other kind of undesirable. Since some of these aliens were exposed, many private bills have been withdrawn and the number of appeals has been considerably reduced.

EARTH'S OLDEST PLANTS

Dr. A. C. Smith, curator of the National Museum, says the Fiji Islands are the birthplace of flowering plants, for portions of the land there were above the sea 100 million years ago. He has returned with 24,000 specimens and the plant of the ages is called the "degeneria", a forest tree with beautiful white flowers.

SENATE HAS RED FOUNTAIN

As if we haven't had enough reds in government, the big fountain in the park beside the Senate Office Building is now spouting crimson colored water. It almost set off another investigation. Could it be the fountain is radioactive? It is not. The idea is to have colored water so the flood lights will make the streams more spectacular at night.

UNCLE SAM'S BOOKS

Government Printing Office, Division of Public Documents, lists these books as tops in interest—"Infant Care", revised and brought up to date, sales in the millions, 20 cents; "Care and Repair of the House" (men go for this), 50 cents; "Family Fare", (women go for this for it tells what to do about leftovers), 25 cents; "Trees", a real book in colors on forestation, \$2.00; "Selling the U. S. Market",

for manufacturers and sales managers, \$1.00. That "Infant Care" number, however, still tops the list. The baby business is always good.

PRESS AGENT'S DREAMS

The White House is a press agent's dream as a background for a publicity picture and Press Secretaries Jim Hagerty and Murray Snyder are constantly on guard to prevent any fast ones. Cabinet members and Senators and Representatives in Congress are also alert to prevent abuse of legitimate picture opportunities. There hasn't been a real smart press agent picture taken since, some years ago, a circus midget, at a Senate committee hearing, climbed on the lap of one of the leading financiers of the country and the photographers snapped the picture.

VICTORY OVER TEMPOS

The monument to the First Infantry Division hidden for years by temporary barracks built around it has emerged at last from obscurity. Workmen have torn down the tempo on the west side and when the veterans of the First Division meet here August 20 they will celebrate their victory over the tempos.

POTOMAC PRUNINGS

Mrs. Eisenhower bought one and so now the summer fashion in hats may be big cartwheel sailors . . . The Navy has enough anchors to last 20 years in open storage out in Utah . . . Travel by Americans to Europe will break all records this summer . . . Those new swords for full dress naval officers cost around \$50 and they don't bend when you trip over them . . . You won't know the Treasury building when next you see it, for after 50 years of dirt and grime it has been cleaned at a cost of \$68,000 and now even the starlings can't find a place to roost around the pillars . . . Women are more keenly awake to the needs of Civil Defense than men, judged by the way they came to Washington from every part of the country to attend a recent CD conference . . . Bassoon makers are having a record production year. It's a wooden instrument in which the music goes in and comes right out without going around and around . . . Smithsonian Institution has 33,000,000 exhibits.

first flight

Without trust in Daddy's strong arms, fear would blot out the fun of first flight. But because Daddy's smiling, loving face is below, life adds a thrilling new dimension, founded in love and trust.

All our adventures begin in and come home to the security we cannot do without.

To give and to get security is the main business of living. It is a privilege and a responsibility. It provides us life's finest rewards.

Have you ever thought that this security is possible only in a democracy? And that this is the source of America's greatest strength? For we continue to grow stronger as a nation when more and more secure homes are bulwarked together.

The security of your country depends on *your* security.



Saving for security is easy! Read every word—now!

If you've tried to save and failed, chances are it was because you didn't have a *plan*. Well, here's a savings system that really works—the Payroll Savings Plan for investing in U.S. Savings Bonds. This is all you do. Go to your company's pay office, choose the amount you want to save—a couple of dollars a payday, or as much as you wish. That money will be set aside for you before you even draw your pay.

And automatically invested in Series "E" U.S. Savings Bonds which are turned over to you.

If you can save only \$3.75 a week on the Plan, in 9 years and 8 months you will have \$2,137.30.

United States Series "E" Savings Bonds earn interest at an average of 3% per year, compounded semiannually, when held to maturity! And they

can go on earning interest for as long as 19 years and 8 months if you wish, giving you a return of 80% on your original investment!

Eight million working men and women are building their security with the Payroll Savings Plan. For your sake, and your family's, too, how about signing up today? If you are self-employed, ask your banker about the Bond-A-Month Plan.

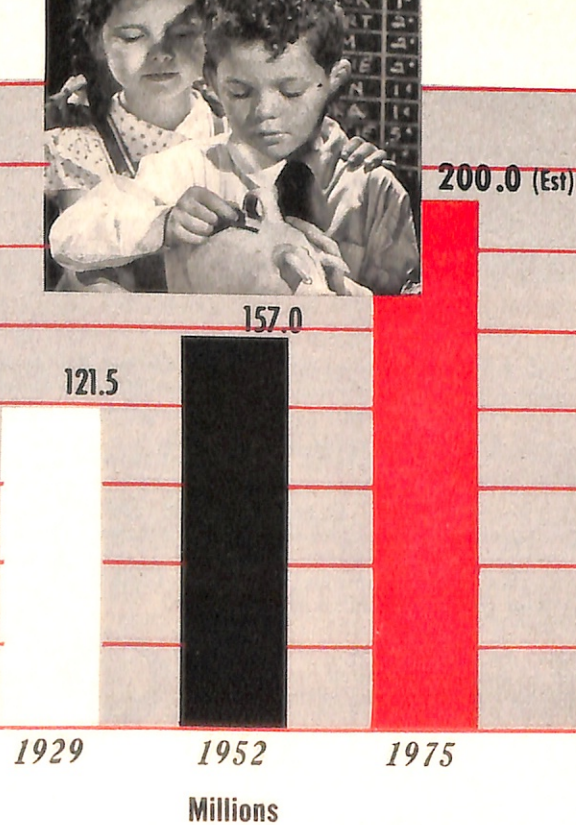
The U.S. Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.



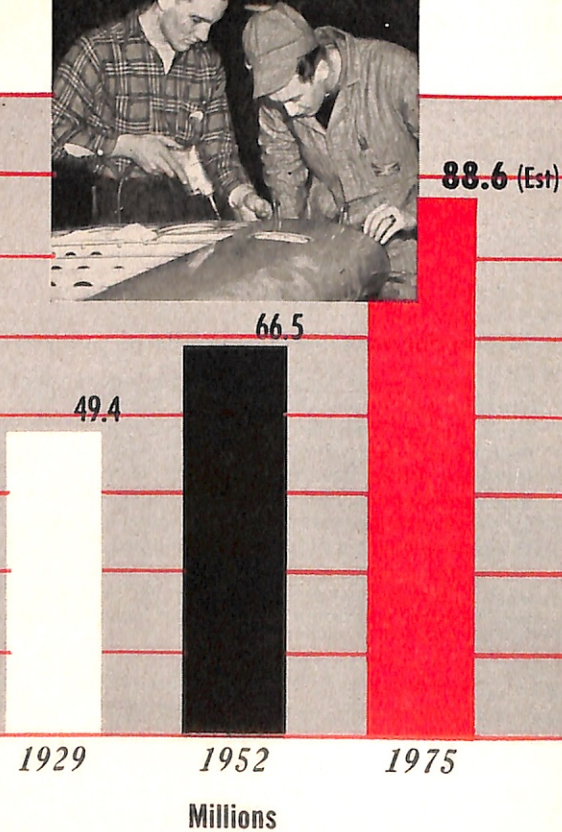


*Let's not talk ourselves into a depression not
justified by our expanding population and economy.*

POPULATION GROWTH



TOTAL LABOR FORCE



THE FUTURE LOOKS GOOD

BY HARRY E. HUMPHREYS, JR.

PRESIDENT UNITED STATES RUBBER COMPANY
DIRECTOR NATIONAL ASSOCIATION OF MANUFACTURERS

SINCE the close of World War II, our nation has been periodically subjected to rumors and predictions of an impending collapse of our economy. The fact that the impending collapse has time and again failed to materialize has apparently had little effect on the gloom merchants.

At each temporary adjustment point in our postwar economy, they have returned to their predictions. Then when the economy resumed its upward surge these prophets have packed their crystal balls and retired to wait for another brief moment when the productivity rate or employment totals might show the slightest percentage of decline so they could again pitch their tents and resume trade.

There has always been a ready market for the doom-prophet in history. Few nations have felt so secure that they were

unwilling to give attention to a warning of disaster ahead.

In our time talk of impending depression has become the most common staple of the street corner pessimist. Such talk has a real meaning for all. Everyone can quickly grasp the implications of an economic downturn in terms of his own job security and earnings.

Because the pessimist, with his depression talk, hits so closely at the highly sensitive pocketbook nerve, he cannot be lightly dismissed. However dismal his postwar batting average, he can do the nation great harm by planting fear even if the facts do not substantiate his gloomy prophecy.

The continued health of our economy largely depends upon the mood of a vast consumer market. Let the fear of a depression take root in the consumer and

the complex machinery of business and industry immediately slows down. Goods pile up on the retailer's shelf; orders to the manufacturers are cancelled; employee lay-offs follow; and where before there was only talk, a real depression now becomes a possibility.

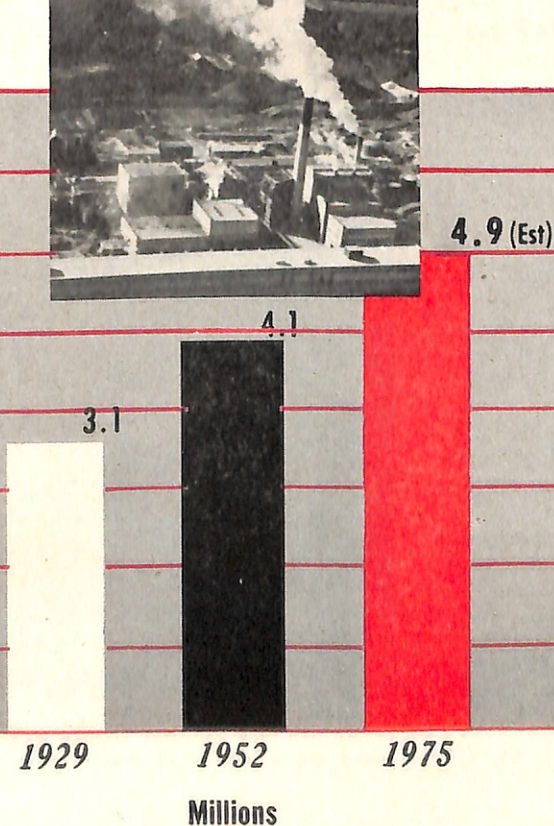
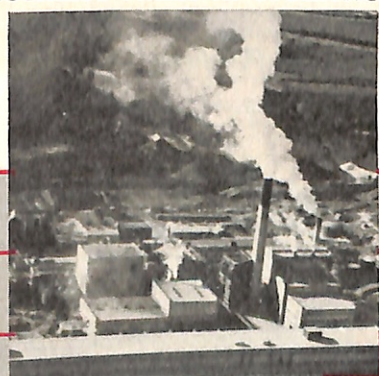
The only way the fear instilled by the prophet of depression can be combatted is for the people to know the facts. Is our economy geared to an inevitable cycle of boom and then bust? Where are we headed as a nation?

Anyone who takes a long term look at our economy will be immediately impressed by the rapid and continuing population growth. In the past eight years, our population has increased by more than 20 millions. Last year our nation recorded its largest annual population gain with an increase of more than 2,700,000 persons.

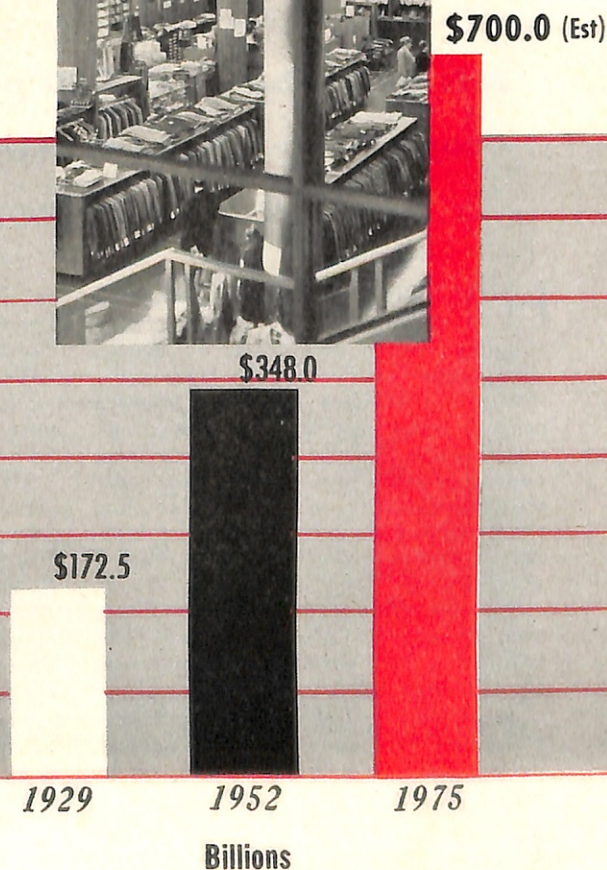
Today we are still caught in the powerful currents of that boom. By 1975, experts in the U.S. Census Bureau estimate we will have reached the 200 million mark, which represents a 40-million

(Continued on page 50)

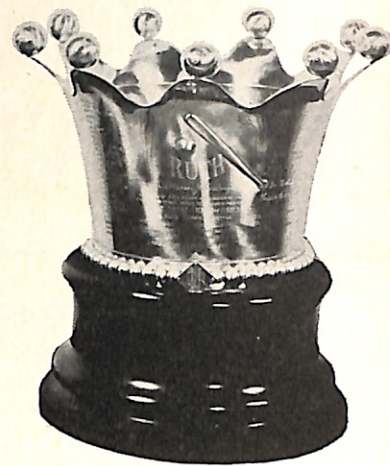
BUSINESS FIRMS IN OPERATION



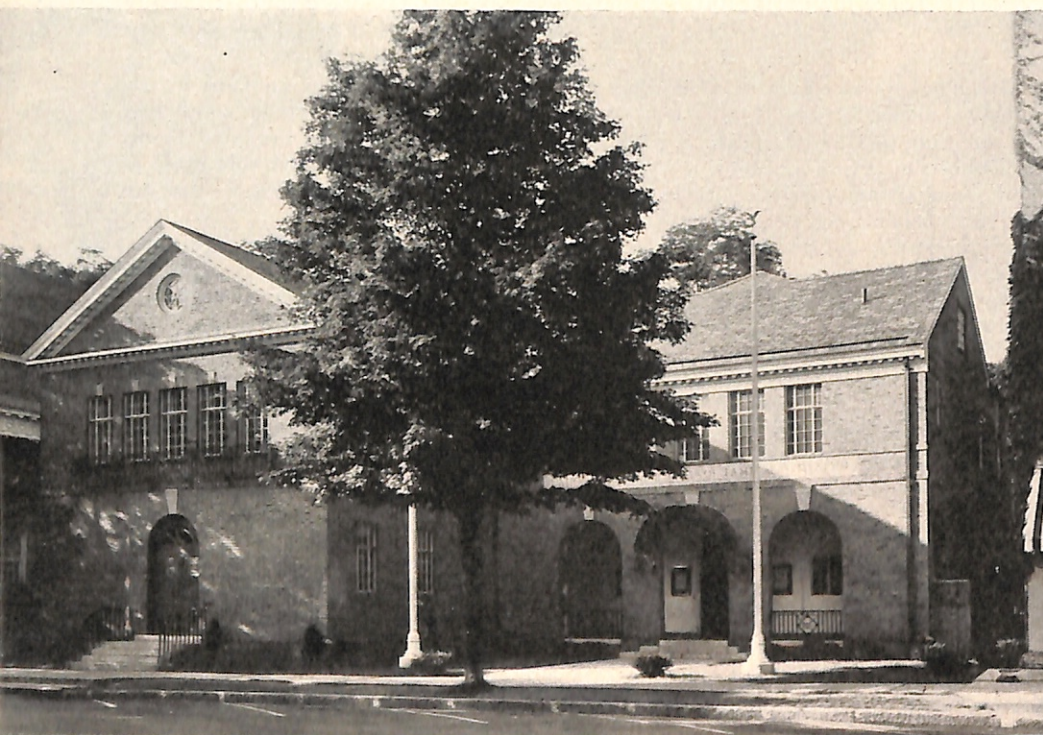
GROSS NATIONAL PRODUCT



BASEBALL'S *Hall of Fame*



The Babe Ruth "King of Swat" trophy presented by admirers at the peak of his career.



Baseball's Hall of Fame as it fronts on Main Street, in Cooperstown, New York.

This year about 150,000 people will travel to Cooperstown village to relive baseball history.

BY HAROLD ROSENTHAL

HOLLYWOOD, as every visitor knows, is an area simply crawling with stunning women and traffic to match. The traffic crawls along boulevards, drives and avenues threading between canyon walls and the canyons aren't movie props. They've always been there and presumably impeded the cross-country progress of the original Indians and the Spanish dons in much the same manner as they now do the current inhabitants.

Helicopter busses ultimately will provide the answer to getting from one place to another in Hollywood in a hurry as they so often will but meanwhile . . .

A car pulled up at the corner of Hollywood and Vine and a slightly harassed driver called out to a fellow idling in the sun:

"Hey, bud, how can I get to Jalmia Drive? It's one of those roads up a canyon."

The lounge tossed away his toothpick.

"Jalmia Drive? That's easy. Take the next turn left, go three blocks and then turn right . . . er, no."

He started over again. "Jalmia? Let's see. Take the next right and go to the first traffic light and then swing left . . . No, that isn't it either."

"Jalmia?" he said, making a third start. "You keep straight ahead until you hit the second traffic light and then turn right. Keep going until you see the overpass . . . No, that isn't it either."

He scratched his head. "Jalmia, Jalmia . . . Gosh pal, I guess you can't get there from here!"

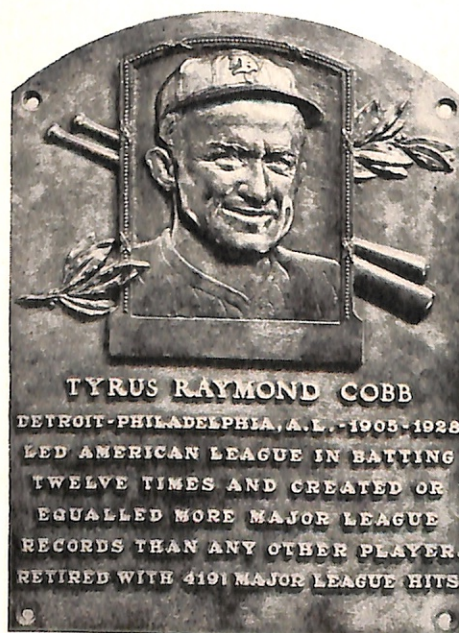
With a 3,000-mile switch in locale, plus

minor adjustments for time, scenery and characters, the same can almost be said for Cooperstown, N.Y., Otsego County seat in the heart of the historic Leatherstocking country.

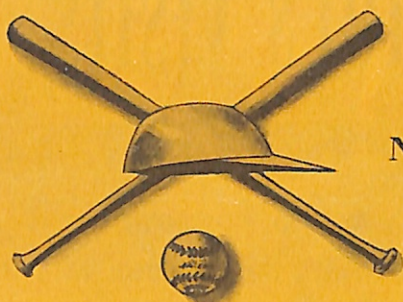
Why Cooperstown, N.Y.? Because approximately 150,000 people will be asking directions for getting to that village this year. While you're reading this right now there's probably a motorist or two wondering whether he made the right turn-off coming off U.S. 20 at Springfield Center for those last dozen miles down along the shore of Otsego Lake.

Why Cooperstown, N.Y.? Because on Aug. 9 the world championship New York Yankees, proud holders of five straight World Series flags, will tumble off an early sleeper in Utica, N.Y., en route home from a Western trip, to play a game in Cooperstown. Before they get there, however, there'll be an additional two-

(Continued on page 46)



Plaque honoring Ty Cobb, biggest vote-getter in the first Hall of Fame election and often called the greatest ball player of all time.



MEMBERS OF THE
NATIONAL BASEBALL HALL OF FAME
AS OF JANUARY 21, 1954

GROVER CLEVELAND ALEXANDER	1938	HUGHIE JENNINGS	1945
ADRIAN CONSTANTINE ANSON	1939	BYRON BANCROFT JOHNSON	1937
EDWARD GRANT BARROW	1953	WALTER PERRY JOHNSON	1936
CHARLES ALBERT BENDER	1953	WILLIE KEELER	1939
ROGER BRESNAHAN	1945	MIKE J. (KING) KELLY	1945
DAN BROUTHERS	1945	WILLIAM J. KLEM	1953
MORDECAI PETER BROWN	1949	NAPOLEON (LARRY) LAJOIE	1937
MORGAN G. BULKELEY	1937	KENESAW MOUNTAIN LANDIS	1944
JESSE C. BURKETT	1946	CONNIE MACK	1937
ALEXANDER JOY CARTWRIGHT, JR.	1938	RABBIT MARANVILLE	1954
HENRY CHADWICK	1938	CHRISTY MATHEWSON	1936
FRANK LEROY CHANCE	1946	THOMAS F. MCCARTHY	1946
JOHN DWIGHT CHESBRO	1946	JOSEPH JEROME MCGINNITY	1946
FRED CLARKE	1945	JOHN J. MCGRAW	1937
TYRUS RAYMOND COBB	1936	CHARLES A. NICHOLS	1949
GORDON (MICKEY) COCHRANE	1947	JAMES H. O'ROURKE	1945
EDWARD TROWBRIDGE COLLINS	1939	MELVIN THOMAS OTT	1951
JAMES COLLINS	1945	HERBERT J. PENNOCK	1948
CHARLES A. COMISKEY	1939	EDWARD S. PLANK	1946
THOMAS H. CONNOLLY	1953	CHARLIE RADBOURNE	1939
W. A. (CANDY) CUMMINGS	1939	WILBERT ROBINSON	1945
JAY HANNA (DIZZY) DEAN	1953	GEORGE HERMAN RUTH	1936
ED. DELAHANTY	1945	AL HARRY SIMMONS	1953
BILL DICKEY	1954	GEORGE HAROLD SISLER	1939
HUGH DUFFY	1945	ALBERT GOODWILL SPALDING	1939
JOHN JOSEPH EVERS	1946	TRISTRAM E. SPEAKER	1937
WM. B. (BUCK) EWING	1939	BILL TERRY	1954
JAMES EMORY FOXX	1951	JOSEPH B. TINKER	1946
FRANK FRISCH	1947	HAROLD J. TRAYNOR	1948
HENRY LOUIS GEHRIG	1939	GEORGE EDWARD WADDELL	1946
CHARLES GEHRINGER	1949	HONUS WAGNER	1936
CLARK C. GRIFFITH	1946	RHODERICK JOHN WALLACE	1953
ROBERT MOSES GROVE	1947	EDWARD WALSH	1946
HARRY E. HEILMANN	1952	PAUL G. WANER	1952
ROGERS HORNSBY	1942	GEORGE WRIGHT	1937
CARL HUBBELL	1947	HARRY WRIGHT	1953
		DENTON T. YOUNG	1937

The Grand Exalted Ruler's Visits



Participating in the burning of the mortgage on Easton, Md., Lodge are, left to right: Past Grand Esteemed Loyal Knight Charles Hawthorne, P.E.R. Paul J. Randall, Grand Exalted Ruler James, E.R. James J. Raughley, P.E.R. L. Roy Willis, Trustee George M. Parris.

Mr. James is greeted at Jacksonville, Fla., airport by, left to right: Dr. Joseph A. Camara, E.R. of Jacksonville Lodge; Palatka Lodge E.R. George E. Currie, Past Grand Exalted Ruler John S. McClelland, and Grand Esteemed Loyal Knight William A. Wall.

EASTON, MD. • OSSINING, N. Y.

COLORADO SPRINGS, COLO. • ALTUS, OKLA.

CASPER, WYO. • JACKSONVILLE, FLA.

MENOMINEE, MICH. • DENVER, COLO.

CORAL GABLES, FLA. • CINCINNATI, O.

ANNAPOLIS, MD. • IRON MOUNTAIN, MICH.



GRAND EXALTED RULER Earl E. James visited **EASTON MD., LODGE, NO. 1622** on March 14th to preside over the ceremony which marked the burning of the mortgage on the lodge home. He was assisted by E.R. James J. Raughley and P.E.R. Paul J. Randall, during whose term the mortgage was incurred to finance additions to the lodge building.



Mr. James signs the register at Ossining, N. Y., Lodge. Looking on are Exalted Ruler Harry H. Barrett, center, and Esquire Samuel J. Tritto.

Other prominent Elks in attendance included Past Grand Exalted Rulers Robert South Barrett and Howard R. Davis, Past Grand Esteemed Loyal Knight Charles G. Hawthorne and William Edgar Slaughter, President of the Delaware-Maryland-District of Columbia Elks Association. More than 300 members and guests witnessed the ceremony which was followed by a buffet supper.

Next day, Mr. James visited **ANNAPOLIS, MD., LODGE NO. 622**. He was greeted by Mayor Arthur G. Ellington; Mr. James also visited the Governor's office and the Naval Academy where he was welcomed by the Superintendent, Vice-Admiral C. Turner Joy, P.E.R. R. Edward Dove, who is also Past President of the Elks Tri-State Association and a Past District Deputy, presided at the banquet that evening in honor of Mr. James. Seated at the speaker's table were Past Grand Exalted Rulers Howard R. Davis and Robert South Barrett, Special D.D. Ambrose Durkin, Tri-State Association Pres. William Edgar Slaughter, Past Grand Esteemed Loyal Knight Charles G. Hawthorne, and Exalted Ruler Victor C. Barnes.

Mr. James' next visit was to **ALTUS,**

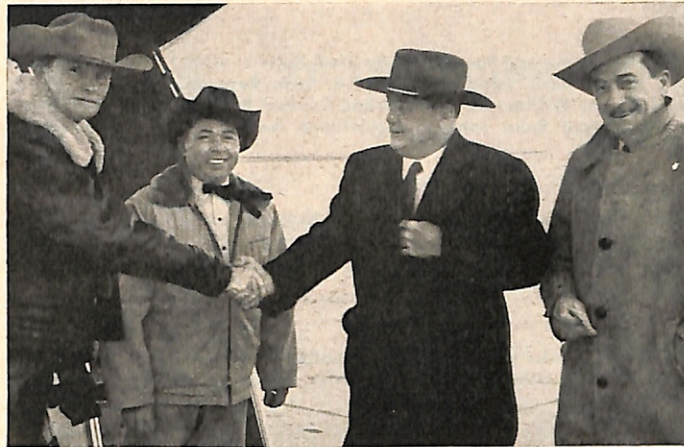
OKLA., LODGE, NO. 1226, on March 22nd. He was met outside the city by officers and members of the lodge headed by E.R. C. A. Peters, who escorted him into town. Mr. James made a radio broadcast over station KWHW that evening. Later on a banquet was given in his honor; a formal meeting followed at which a large class of candidates from Altus, Lawton, Mangum, El Reno, Clinton, Duncan and Woodward Lodges were initiated. The ceremony was conducted by Duncan Lodge's Ritualistic Team.

On March 26th, Grand Exalted Ruler James, accompanied by Past Grand Exalted Ruler John R. Coen, paid a visit to Denver, Colo., and to Laradon Hall, the State Assn. Hospital for handicapped children. They then proceeded to Colorado Springs, Colo., for a dinner in the Grand Exalted Ruler's honor on March 27th at **COLORADO SPRINGS LODGE NO. 309**. Among the prominent Elks who attended the function were State Association President J. A. Drehle, District Deputy David G. Patterson, State Association Past President C. F. Rice and Exalted Ruler Vincent G. Mueller.

The Grand Exalted Ruler arrived in Casper, Wyo., on Sunday afternoon,



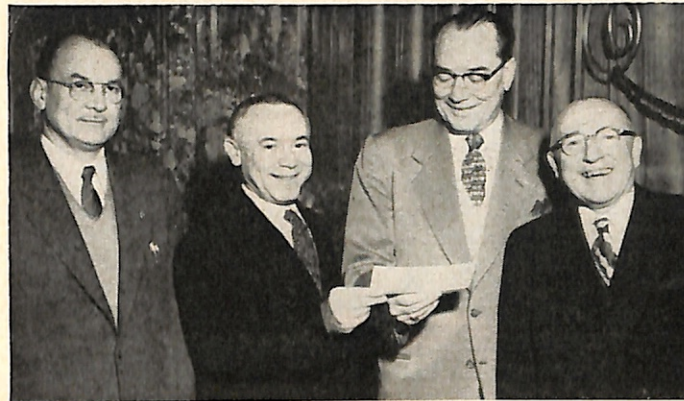
Seen here during the visit to Menominee, Mich., Lodge are, left to right: Past Grand Exalted Ruler Charles E. Broughton, Grand Exalted Ruler Earl E. James, Carl Fernstrum, P.E.R., Menominee Lodge.



Upon arrival in Casper, Wyo., Grand Exalted Ruler James was greeted at the airport by, left to right: Reception Committee Chairman Hollis Brewer, Exalted Ruler Gordon Dick, and Howard Leik, Mayor of Casper.



Pictured at Laradon Hall, the Colorado State Assn. hospital for handicapped children in Denver, with two of the patients are, left to right: Past Grand Esquire Jacob L. Sherman, a member of Laradon Hall Board of Directors; Earl E. James, and Past Grand Exalted Ruler John R. Coen.



At Cincinnati, Ohio, Lodge, left to right: Mr. James, E.R. Fred Korros, June Lear, Chairman, County Annual Cerebral Palsy Drive; P.E.R. Edward N. Waldvogel, the late Mayor of Cincinnati. E.R. Korros presents Chairman Lear with a check for use in the Drive on behalf of the Lodge.

March 28th. Despite the extremely bad weather and a temperature of 11 degrees, a caravan of 100 cars, headed by Exalted Ruler Gordon Dick, Reception Committee Chairman Hollis B. Brewer and Howard Leik, Mayor of Casper, was at the airport to greet Mr. James and escort him into town. A continuous program of entertain-

(Continued on next page)

Grand Exalted Ruler's Itinerary*

June 1	Torrington, Wyo., State Convention	9-10	Idaho Falls, Ida., State Convention
3	Portland, Oregon	11	Anchorage, Alaska
4	Tillamook Lodge, Ore., State Assoc. meeting	12	Fairbanks, Alaska
5-7	Aberdeen, Wash.	14	Tacoma, Wash., Flag Day program
8	Olympia, Wash., luncheon; Tacoma, Wash., dinner	15	Seattle, Wash.
		18-19	Yakima, Wash., State Convention
		July 4-8	Los Angeles, Calif., Grand Lodge Convention

*Subject to change



Mr. James is seen with a group of Altus, Okla., Lodge members including E.R. C. A. Peters on his right and Secy. Charles E. Blanton on his right.

Right: Seen during the Grand Exalted Ruler's visit to Coral Gables, Fla., Lodge were, left to right: P.E.R. John Rosasco, Grand Esteemed Loyal Knight William A. Wall, Grand Exalted Ruler Earl E. James, Past Grand Exalted Ruler John S. McClelland, and D.D. Claude Campbell.



Below right: Earl E. James is seen here during his visit to Colorado Springs, Colo. With him are Vincent Mueller, E.R. of Colorado Springs Lodge, center, and Past Grand Exalted Ruler John R. Coen.

Below: Mr. James and Past Grand Exalted Ruler Charles E. Broughton are welcomed to Iron Mountain, Mich., Lodge by E.R. Ernest Perino.



ment was conducted at **CASPER LODGE NO. 1353** from 4:00 to 10:00 p.m. that evening. The following morning Mr. James spoke for 15 minutes over radio station KVOC. At 2:30 p.m. a panel discussion was given over station KSPR. The participants, in addition to Mr. James, were

Exalted Ruler Dick, State Assn. Secretary-Treasurer Lou Mehse and Grand Lodge Committee on Credentials member Hollis B. Brewer. Mr. James was the luncheon guest of the Past Exalted Rulers that afternoon. Among those present were State Assn. President E. B. Cope

and Secretary-Treasurer Mehse; the Exalted Rulers of Cody, Thermopolis, Riverton, Lusk and Laramie Lodges and officers of Casper Lodge. The visit was climaxed by a special meeting that evening, with more than 400 persons in attendance.



Standing before the Benjamin Memorial Plaque are, left to right: T. F. Werner, Mrs. John L. MacDonald, Mrs. Hazel Benjamin; Grand Exalted Ruler Earl E. James and Past Grand Exalted Ruler John F. Malley. The dedicatory exercises were held on April 17.

Dedicate Plaque In Memory of Past Grand Exalted Ruler Raymond Benjamin

On April 17, a bronze plaque in memory of Past Grand Exalted Ruler Raymond Benjamin was dedicated in the Elks National Memorial Building, Chicago. Mr. Benjamin headed the Order in 1914-1915.

More than 50 persons attended the unveiling and dedicatory exercises, including: Grand Exalted Ruler Earl E. James; Past Grand Exalted Rulers J. Edgar Masters, Floyd E. Thompson, Henry C. Warner, and Joseph B. Kyle; Mrs. Hazel Benjamin, widow of Mr. Benjamin; his daughter, Mrs. John L. MacDonald; Dr. Preston Bradley, minister for the Services, and the Benjamin Memorial Committee—Past Grand Exalted Ruler John F. Malley, Chairman, Past Grand Exalted Ruler James R. Nicholson, and Brother T. F. Werner, Past Exalted Ruler of Mr. Benjamin's lodge, Napa, Calif., No. 832.

ROD & GUN

BY TED TRUEBLOOD

Ted not only likes bass, but he knows them.



ALL KINDS of fishing are fun, but some kinds are more fun than others. At the top of the list, for my money, is top-water fishing for bass—with a plug. I know that a lot of anglers prefer bug fishing and it's all right. I like it. You're fishing the surface so you see all of your strikes and you're using more delicate tackle. But there is something about the way in which an old large-mouth smashes a plug that never fails to make my hands tremble. I think the strike to the plug is more violent, more explosive, than that to a bug, dry fly, pork chunk or anything else that can be fished on the surface.

I was fishing with a friend recently who has the well-deserved reputation of being a terrific fisherman. His name is Bill Schaadt and he lives in Monte Rio, California. Every angler on the coastal rivers in that area knows him, and whenever a question about fishing comes up the standard procedure is to ask Bill Schaadt. Sometimes it gets a little tiresome.

We were fishing for steelheads in the Gualala River when a fellow came along the bank and started firing questions at Bill. He answered several, some of which were sensible and some of which were not, meanwhile attempting to continue fishing his fly properly—a job that requires undivided attention. Finally, the man on the bank said, "When are some more fresh fish coming in?"

Without even turning his head, Bill said, "I don't know. I haven't asked any of them lately."

I'm a little like that when it comes to explaining why a bass hits a floating plug harder than he does anything else. I haven't asked any of them lately. I believe, however, that the relatively large, water-disturbing plug excites them much more than a bug, pork chunk or under-water lure. I think they probably watch it in indecision—most of the time—until they simply can't stand the suspense any more. Then they try to kill it.

There is a great variety of floating lures that were designed to catch bass. I'm sure all of them do. I likewise believe that some are better than others in various places. But occasionally when bass won't hit the favorite they will take something else.

On the waters I fish most, my favorite has long been a minnow-shaped plug

with a spinner at each end. I can usually get bass on it when I can't get them on any other and sometimes it works when the others don't. A couple of years ago, my uncle Burt and I went bass fishing on the Fourth of July. We came to a little pothole along the river and he started combing one end of it while I began at the other. There was one spot at my end that looked especially good, and I dropped my plug into it seven or eight times. Nothing happened.

WE fished to the middle, passed and then each of us continued walking along the bank, casting as he went, until he came to the end where the other had started. When Burt got to my end, he dropped his popping plug into the good-looking spot that I had just fished so thoroughly. He twitched it a couple of times and the water exploded. A few minutes later, he landed a bass that weighed exactly five pounds.

Being a gentleman and a scholar, he said, "You really teased him into hitting. I just happened to come along when he was ready. If you'd made one more cast, you'd have got him."

A nice sentiment, but I don't believe it. I think that bass had plenty of chances to take my plug, but that it somehow

didn't touch off the reflex that would have made him do it. Burt's dish-faced popper did.

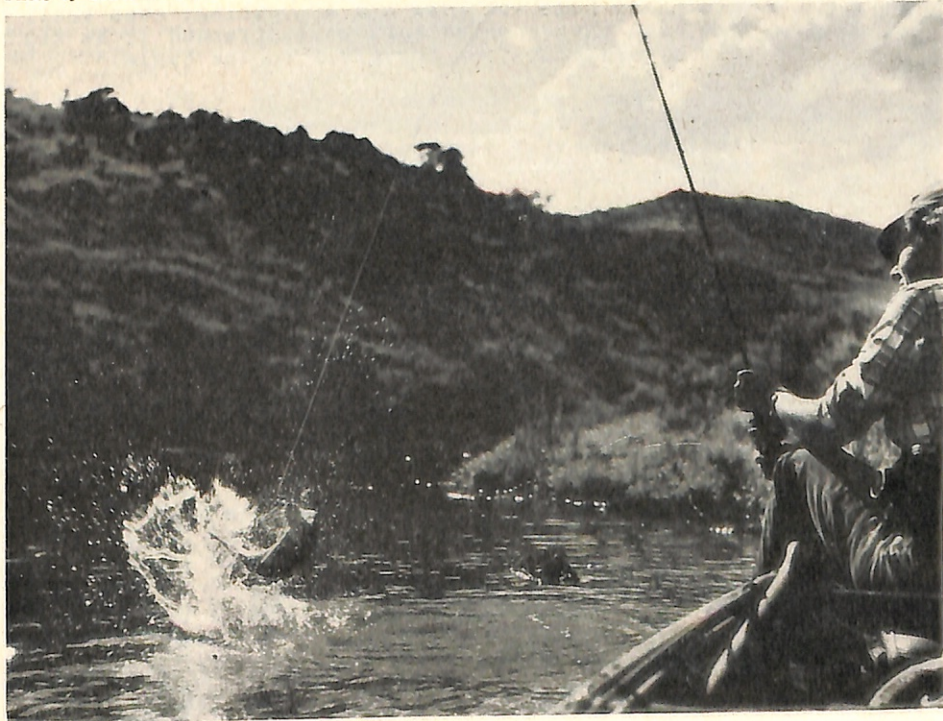
My preference for the floating plug with a spinner at each end stems from the fact that it can be fished so many different ways. Sometimes the bass want a lot of commotion; at other times too much disturbance of the surface seems to frighten them and they won't strike. The plug with fore and aft spinners can be fished with hard jerks and made to kick up a terrific fuss. It can be worked with little twitches so that it barely ripples the water, and it can be manipulated in all degrees between these two extremes, slow or fast, steadily or in a series of pulls.

I have come to the conclusion, however, that this one lure is not enough, even in the relatively small area where I do most of my bass fishing. If I were to start on a grand tour of the country with the intention of fishing for bass everywhere they occur—what a delightful thought!—I'd certainly want a good selection, both in size and type.

One of the most popular top-water plugs everywhere in the South has a horizontal groove across its face and is rather slender. It has a darting, side-to-side action just beneath the surface when it is reeled steadily, but when it is jerked it can be made to pop, splash, leap and dart. It is not used much in the North and, although I've tried it there, it has never done very well.

Another good southern lure—and this
(Continued on page 44)

Photo by Ted Trueblood



He twitched his line a couple of times and the water exploded.

Welcome to the CONVENTION

from
Past Grand Exalted Ruler L. A. LEWIS
President Los Angeles B. P. O. Elks Committee
1954 National Convention



Los Angeles
B. P. O. Elks Committee
FOR

1954 National Convention, Incorporated
607 South Parkview Street - - Los Angeles 57, California

OFFICERS

L. A. LEWIS, PRESIDENT
ROBERT S. REDINGTON, VICE-PRESIDENT
KENNETH E. LYNCH, SECRETARY
ROBERT L. CASEY, TREASURER
M. A. VARGO, ASSISTANT TREASURER
LOUIS J. EULER, CORPORATION ATTORNEY

ROBERT S. REDINGTON
EXECUTIVE DIRECTOR

April 7, 1954

DIRECTORS

R. LEONARD BUSH
ROBERT L. CASEY
ELMER D. DOYLE
LOUIS J. EULER
ROBERT M. GARRICK
HENRY B. LEARNED
L. A. LEWIS
FRANK LORENZI
KENNETH E. LYNCH
ROBERT S. REDINGTON
FRED J. TABERY
WALTER TRASK
M. A. VARGO

CALLING ALL ELKS:

On behalf of Robert S. Redington, Executive Director, and on behalf of all the members of our Los Angeles 1954 Convention Committee, and personally, I most cordially invite all Elks to visit our great State of California in July 1954 and to attend the National Convention of our Order in Los Angeles July 4th to 8th.

We have been working for over eight months to give you a convention that will please you. We want to extend to you a genuine California hospitality -- the hospitality reminiscent of the early Dons of our beloved California -- the hospitality where they took the stranger into their home and gave him everything, even their best room, and then when he left were offended if he did not take a gold coin from the glass on the table.

We have planned beach trips, harbor trips, trips to the early California missions, Knott's Berry Farm, the studios, television centers, and homes of the motion picture stars.

We will stage a magnificent pageant depicting the story of Elksdom. You will be our guests at this production under the stars at the famous Hollywood Bowl.

Our arms are extended to all of you in cordial welcome.

Sincerely and fraternally,

A handwritten signature in dark ink, appearing to read "L. A. Lewis".

L. A. LEWIS, President
Los Angeles B. P. O. Elks Committee
1954 National Convention

LAL/ap

YOUR HOSTS

THE ELKS OF CALIFORNIA

JULY 4th To 8th 1954

"BOY-MEETS-GIRL STORY"

... the romantic side of the Elk Fraternel Center picture

JUNE is traditionally the month for romance, so our theme is the boy-meets-girl proclivity of our Elk Fraternal Centers where servicemen have the opportunity to meet and enjoy the company of our lovely American girls who are doing such a wonderful job as the Elks' Junior Hostesses.

The friendly, holiday spirit of these Fraternal Center affairs, which are conducted with propriety and chaperoned by members of the Order and their wives, makes for a sociability that often ends in sincere and lasting friendship—sometimes even in marriage.



Above: A real hearts-and-flowers atmosphere pervaded the Sumter, S. C., Elks' Center during a Valentine's Day party, when Airman 2nd Class Joe Judge of Shaw Air Force Base was crowned King of Hearts by Mrs. Doug Youngblood, and Major Merk of Shaw placed the tiara on his queen, Harriet Johns.

Below: This Christmas formal at the Center conducted by Columbia, S. C., Lodge developed into an engagement party for one of the Junior Hostesses and a Corporal from Fort Jackson. The couple had met at one of the Elk parties in the Spring and had promptly fallen in love. The corporal planned to give the young lady her ring on Christmas Day, but a few days earlier, when they arrived at the Center for this event, he decided the setting was perfect for the occasion, returned to the Fort, got the ring and presented it to his lady with the blessing of the Elks who had brought them together.



Above: The girls dress in their finest for the more formal affairs, such as the one celebrating the anniversary of the opening of Waukegan, Ill., Lodge's fine Center—and the young men appreciate it, too, as evidenced by the expressions on the faces of some of the sailors who attended.



Above: A semi-formal at the Columbus, Ga., Elks' Fraternal Center found this fine looking group of servicemen with the pretty young ladies who are among the many who help the Elks' guests forget the distance separating them from their homes. These well-planned affairs are perfect substitutes for the young folks' parties which are so much a part of our community life.



Above: Getting to know each other at the Tucson, Ariz., Center is easy and pleasant. A lot of time can be wasted with that initial awkward stiffness that often takes over when you're in a strange place, meeting strange people. The Tucson Elks take care of that difficulty very nicely—who can be stiff and formal during a spirited square-dance?

KNIGHT OF THE PLAINS

BY J. FRANK DOBIE
Historian of the Southwest

CABALLERO means *cavalier*, and the original meaning of both words is *horseman*. Prehistoric horses had disappeared from the Americas thousands of years before Columbus sailed. On his second voyage (1493) caballeros brought the first horses to the Western hemisphere and at once began raising them on Santo Domingo. Before Cortés landed in Mexico in 1519, introducing the first horses to the mainland, various horse ranches existed in the West Indies.

The English, French, and Dutch introduced horses also. Some went wild, but the mustangs of the West

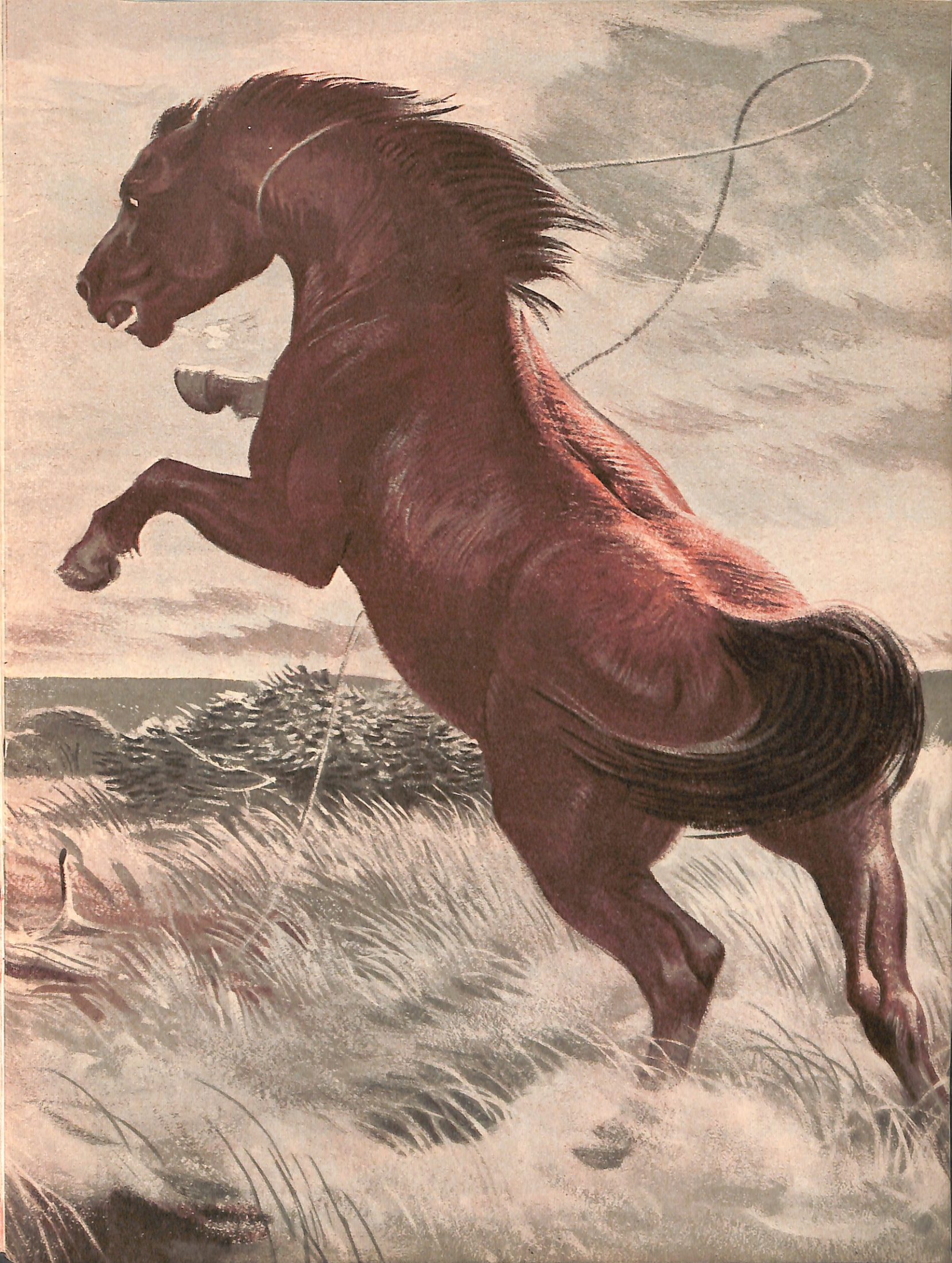
and the corresponding wild horses of South American pampas were straight Spanish. These Spanish horses found no natural enemies powerful enough to check increase. They multiplied as spectacularly as English sparrows introduced to the United States and rabbits to Australia later multiplied.

Only twenty years after Cortés conquered Mexico, Coronado set out to explore the West with an expedition that took along 1,000 horses and 500 pack animals. At the same time De Soto, setting out from Cuba, was exploring the (Continued on page 52)

ILLUSTRATED BY BOB KUHN

"I fell clear, but the mustang came again full speed, ears back, mouth open. His eyes were literally blazing."







"Here comes old, 'when I was a boy all I got for caddying was 50 cents a round'".



FORE!

"Fore!"

William von Riegen
sketches the day's
golfing events
at the country club.



"I'm not interested in scores. I only play for exercise".

"Now, that makes it 138 to my 136".



"Harry, about that wonderful new deal I was telling you about".

"Well-equipped".



"The club champ drops another one".

GRAND LODGE CONVENTION

SATURDAY, JULY 3:

- 9:00 a.m. Registration—
 Grand Lodge Members and Their Ladies..... Statler Hotel, 930 Wilshire Blvd.
 Members and Their Ladies..... Elks Temple No. 99, 607 S. Parkview St.
 Ritualistic Contest Alexandria Hotel (Ballroom), 5th & Spring Sts.
 Open House (24 Hour Dining Service)..... Elks Temple
 Sightseeing via Hospitality Cars
 8:00 p.m. Mardi Gras and Street Dance..... Elks Temple

SUNDAY, JULY 4:

- Early California Fiesta Welcome..... Union Station
 9:00 a.m. Registration Continues—
 Grand Lodge Members and Their Ladies..... Statler Hotel
 Members and Their Ladies..... Elks Temple
 State Association Exhibits..... Statler Hotel Lobby
 Ritualistic Contest Continues..... Alexandria Hotel
 Open House (24 Hour Dining Service)..... Elks Temple
 Church Services:
 10:45 a.m. Catholic—Solemn High Mass St. Vibiana's Cathedral, 2nd & Main Sts.
 Presided over by His Eminence,
 James Francis Cardinal McIntyre.
 11:00 a.m. Episcopalian—Holy Communion and Sermon..... St. Paul's Cathedral, Wilshire & Figueroa
 Presided over by The Very
 Reverend David DeL. Scovil, Dean and Rector
 11:00 a.m. Protestant—Special Elks Services in various metropolitan
 churches.
 Open House (24 Hour Dining Service)..... Elks Temple
 Sightseeing Tours via Hospitality Cars
 Radio and Television Shows
 8:00 p.m. OFFICIAL GRAND LODGE OPENING SERVICES
 Paramount Theatre, 6th & Hill Sts.
 Addresses of Welcome by: Robert S. Redington, Convention
 Director; The Honorable Norris Poulson, Mayor of Los
 Angeles; The Honorable Goodwin J. Knight, Governor of
 California, and Earl E. James, Grand Exalted Ruler. Music
 by the Muscatine Chanters, National Champions, and a
 nationally known, celebrated soloist.

MONDAY, JULY 5:

- 8:00 a.m. Registration Continues—
 Grand Lodge Members and Their Ladies..... Statler Hotel
 Members and Their Ladies..... Elks Temple
 Ritualistic Contest Continues..... Alexandria Hotel
 8:00 a.m. State Association Breakfasts
 9:00 a.m. Grand Lodge Business Session..... Paramount Theatre
 10:00 a.m. Fashion Show..... Elks Temple
 Drill Team Contests..... Lafayette Park
 Drum and Bugle Corps Contests..... Lafayette Park
 Band Contests MacArthur Park
 12:00 to 4:00 p.m. Open House at Local Breweries..... Transportation from
 Elks Temple No. 99, 607 S. Parkview Sts.
 12:30 p.m. Grand Exalted Ruler's Luncheon for District Deputy..... Biltmore Hotel (Renaissance Room), 5th & Olive Sts.
 12:30 p.m. Luncheon by Grand Exalted Ruler-Elect for Exalted Rulers
 Biltmore Hotel (Biltmore Bowl), 5th & Olive Sts.
 1:30 p.m. Coast League Baseball (Double Header)..... Gilmore Field



CAVALCADE OF ELKDOM



FASHION SHOW

PROGRAM

LOS ANGELES

- 2:00 p.m. Exalted Ruler's Seminar, conducted by Judiciary and other Grand Lodge Committees Biltmore Hotel (Music Room), 5th & Olive Sts.
- 2:00 p.m. Fashion Show.....Elks Temple
- Open House (24 Hour Dining Service)....Elks Temple No. 99
- Golf at Selected Golf Courses
- Radio, Television and Movie Studio Tours.
- 7:00 p.m. State Association and District Dinners

TUESDAY, JULY 6:

- 8:00 a.m. State Association Breakfasts
- 9:00 a.m. Grand Lodge Business Session.....Paramount Theater
- Ritualistic Contest Continues.....Alexandria Hotel
- Open House (24 Hour Dining Service)....Elks Temple No. 99
- 11:00 a.m. Memorial Services.....Paramount Theatre, 6th & Hill Sts.
- Open to all Elks and Public
- Nadine Conner, Soloist
- 12:00 to 4:00 p.m. Open House at Local Breweries.....Transportation from Elks Temple No. 99, 607 S. Parkview St.
- Tour of "Farmer's Market"
- 1:00 p.m. Singing Contests.....Elks Temple
- 8:30 p.m. "Cavalcade of Elkdom".....Hollywood Bowl
- For Elks and Their Ladies—Admission by Elks Card.

WEDNESDAY, JULY 7:

- 8:00 a.m. State Association Breakfasts
- 9:00 a.m. Business Session (Open Session).....Paramount Theatre
- Reports and awards by: Elks National Service Commission, Elk National Foundation, Committee on Youth Activities and State Associations Committee.
- Ritualistic Contest Continues.....Alexandria Hotel
- 10:00 a.m. Beach Day—Tours to Santa Monica and Malibu Beaches
- Harbor Day—Tours to Long Beach and San Pedro Harbors—Boat Trip
- Sightseeing Tours through Laguna Beach, Balboa, Huntington Beach Oil Fields, Capistrano Mission, and return through Citrus and Avocado Groves.
- Shopping Tours (Wilshire, Hollywood, Beverly Hills or Downtown Sections)
- 11:00 a.m. Sightseeing tour to Knott's Berry Farm and Ghost Town
- 12:00 to 4:00 p.m. Open House at Local Breweries.....Transportation from Elks Temple No. 99, 607 Parkview St.
- Open House (24 Hour Dining Service)....Elks Temple No. 99
- 12:30 p.m. Horse Racing.....Hollywood Park
- Radio, Television and Movie Studio Tours
- 2:00 p.m. Golf at Selected Golf Courses
- 7:00 p.m. State Association Dinners
- 8:15 p.m. Coast League Baseball.....Gilmore Field
- 9:00 p.m. Visitations to Hollywood Nite-spots and Sunset Strip.

THURSDAY, JULY 8:

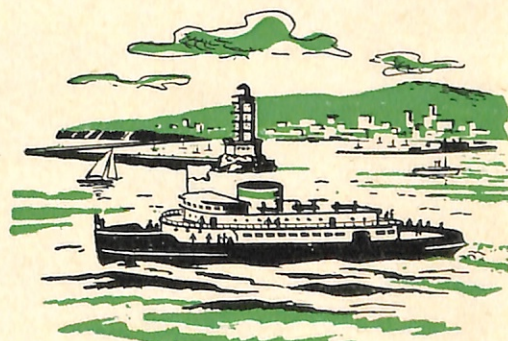
- 8:00 a.m. State Association Breakfasts
- 9:00 a.m. Final Grand Lodge Session.....Paramount Theatre, 6th & Hill Sts.
- Installation of newly-elected Grand Lodge Officers
- Open House (24 Hour Dining Service).....Elks Temple No. 99, 607 S. Parkview St.
- Open House at Local Breweries.....Transportation from Elks Temple No. 99
- 8:00 p.m. "Mardi Gras" Grand Ball.....Shrine Auditorium
- (Open to all Elks)
- 8:15 p.m. Coast League Baseball.....Gilmore Field



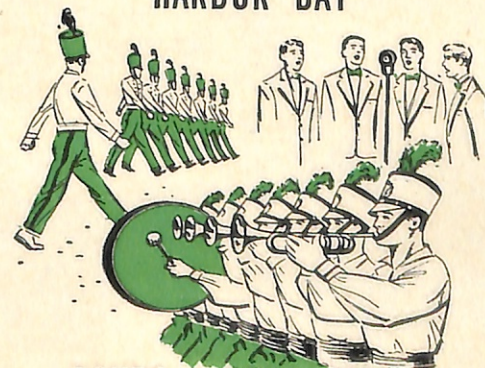
BEACH DAY



HORSE RACING



HARBOR DAY



BANDS — DRILL TEAMS
CHORAL GROUPS

NEWS OF THE LODGES

Queens Borough, N. Y., Elks Give \$3,500,000 to Charity in 17 Years

Over 2,000 persons saw nearly \$200,000 distributed among 110 charities by Queens Borough Lodge No. 878 at its 1954 Pageant of Giving. Past Grand Exalted Ruler James T. Hallinan presided at the ceremonies which brought to well over \$3,500,000 his lodge's 17-year charity total.

"This is Elkdom at its best," commented Mayor Robert F. Wagner, Jr., P.E.R. of New York Lodge No. 1, who was on hand to express the gratitude of the City of New York, whose institutions and welfare organizations made it the largest beneficiary. Two other Past Grand Exalted Rulers, James R. Nicholson and George I. Hall, Grand Trustee William J. Jernick and James A. Gunn of the Grand Lodge Committee on Lodge Activities, together with Borough Pres. James A. Lundy and other civic officials, were welcomed by retiring E.R. Thomas

J. Mackell to this distribution program during which several pleasant musical intervals were supplied by the Catholic Diocesan Choristers of Brooklyn, directed by Rev. C. C. Toomey.

It is the Queens Borough Elks' annual Charity Bazaar which makes these donations possible. Again efficiently and successfully conducted by its perennial Chairman, P.E.R. Frank J. Rauch, the 1953 affair brought assistance to the following non-Elk organizations, each of which had an authorized representative on hand.

\$2,250 each

St. John's Long Island City Hospital, Flushing Hospital, Jamaica Hospital, Mary Immaculate Hospital, St. Joseph's Hospital, Rockaway Beach Hospital, Wyckoff Heights Hospital, St. Anthony's Hospital, Queens General Hospital, Triboro Hospital, Queensboro Pavilion for Communicable Diseases, Long Island Jewish Hospital, Neponsit Beach Hospital, the Police Athletic League, Boys' Club of Queens, Inc., Catholic Charities of Queens County, Protestant Charities of Queens County, Jewish Charities of Queens County

\$2,000 each

American Red Cross, Boy Scouts of Queens County, Queens County Bar Assn. legal aid program, House of

Calvary, Child Caring Institutions of the Roman Catholic Diocese of Brooklyn for Children of Queens

\$1,500 each

The Particular Council of Queens of the Society of St. Vincent de Paul, Bowne House Historical Society, Social and Welfare Program of Creedmoor Hospital, Guide Dog Foundation for the Blind, Inc., Child Service League of Queens Borough, Inc.

\$1,250 each

Salvation Army, Ottilie Orphan Home of Queens, St. John's Home for the Orphan Boys of Queens County, Gustave Hartman Home for Children, St. Joseph's Hall for Orphan Girls of Queens County, American Legion Welfare Fund

\$1,000 each

Albert Einstein College of Medicine at Yeshiva University, St. Francis Sanatorium for Cardiac Children, Welfare Fund for Employees of Dept. of Sanitation of the City of New York, Social Service Auxiliary of Queens General Hospital, Social Service Auxiliary of Triboro Hospital, Florence Crittenton League, Inc., St. Rose's Free Home for Incurable Cancer, Community Service League of Queens Borough, Inc., St. John's Hospital for Social Service, Queens Speech and Hearing Service Center, Visiting Nurse Service of Queens County, St. John's University, Nursing Sisters of the Sick Poor of Long Island City, Nursing Sisters of the Sick Poor of Jamaica, the Queens County Cancer Committee, Girl Scout Council of Greater New York, Inc., Little Sisters of the Poor of Queens County, Youth Consultation Service of the Church Mission of Help of the Episcopal Diocese of Long Island, Rosary Hill Home for Incurable Cancer, Industrial Home for the Blind, the Heart Fund

\$750 each

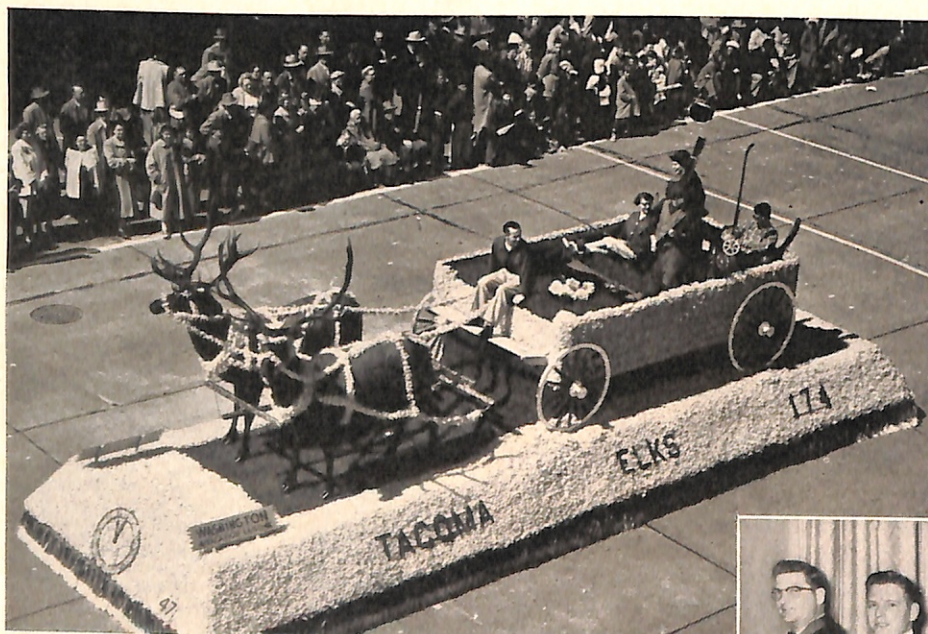
Dr. Reuling-Dr. Fineberg Program for Handicapped Children, St. Charles Crippled Children's Hospital, Queensboro Society for the Prevention of Cruelty to Children, Inc., the Long Island City Branch of the Y.M.C.A. for use in youth program, Queensboro Council for Social Welfare

\$650 each

Dept. of Welfare of the City of N. Y. for taking deserving children of Queens to camp during summer, Queensboro Home for the Blind, Inc., Lutheran Charities, Inc., Merrick Community Center, South Jamaica Community Council, the Catholic Guild for the Blind, Ridgewood Y.M.C.A. Youth Program, Queens County Council Welfare Fund of the VFW

\$500 each

College Point Community Ambulance Corps, Inc., Whitestone Community Ambulance Service, Fordham University Band, Motor Corps of the Queens General Hospital, Bellevue Hospital's program on behalf of retarded children, Cerebral Palsy Society of Queens, Y.M.C.A. at Fort Totten, St. Mary's Episcopal Hospital for Children of Bayside, Research on Cancer



Above, left: Carrying 50,000 blossoms, Tacoma, Wash., Lodge's float won first prize for fraternal groups in the annual "Daffodil Parade."

Above: These are the Woodward, Okla., Elk officials who captured the State Ritualistic Title at the Annual Convention in Oklahoma City.

Left: Shenandoah, Pa., Lodge's 1953 Flag Day Services won the second-place trophy awarded by the Grand Lodge Committee on Lodge Activities. At the presentation a few months ago, were, left to right: E.R. John J. McGuire, D.D. George B. French, Co-Chairmen Ted Birtley and M. J. McDevitt, P.D.D. Daniel J. Reese and Dist. Pres. J. P. Tolan.



At top: At the Queens Borough, N. Y., Elks' Charity Program, a check for \$2,250 went to each of 13 hospitals, several of which are represented in this photograph. Left to right are Nurse Florence Leach of St. John's L. I. City Hospital; Miss Alice F. Brewer, Supt. of Nurses at Triboro Hospital; incoming E.R. George J. Balbach; Mrs. Maureen Viebrock, Supervisor of Nurses at Queensboro Pavilion for Communicable Diseases; retiring E.R. Thomas J. Mackell; Miss Gladys J. Chamberlain, Supt. of Nurses at Queens General, and Miss Anamae Dorgan, Asst. Supt. of Nurses at Neponsit Beach Hospital. Above: Representatives of the three faiths accepted a total of nearly \$7,000 from Past Grand Exalted Ruler James T. Hallinan who presided at the ceremony. Looking on at right is Robert F. Wagner, Jr., Mayor of the City of New York and a P.E.R. of New York Lodge No. 1, and at left is Borough President James A. Lundy. The others are, left to right: Rt. Rev. Msgr. J. Jerome Reddy, Rabbi Max Meyer, Judge Hallinan and Rev. William C. Bennett. Right: The lodge's Boy Scout Troop participated in its program and one of the youngsters, Billy McGowan, made friends with Sitka and his master, O. Leonard Larsen, Executive Director of the Guide Dog Foundation for the Blind, Inc., which received a \$1,500 gift from the Queens Borough Elks.

\$400 each

Western Queens Nursery School, Inc., Apostolate for the Deaf Speechless and Hard of Hearing of the Brooklyn Diocese, Big Brother Movement of Queens, Queensboro Tuberculosis and Health Assn., Inc., St. Vincent's Home for Boys, the Youth Program of the Y.M.C.A. of Flushing, Poppenhuis Institute

\$350 each

United Hospital Fund.

\$250 each

Catholic Day for the Blind, Protestant Day for the Blind, Jewish Day for the Blind, Antonian Hall, Lavelle School for the Blind, Camp Fire Girls, Catholic Youth Organization Day Camps, The Lighthouse, South Queens

Mental Health Clinic, Madonna House, Queens Borough Council for Social Welfare-Teenage Problems, Holy Name Centre for Homeless Men, Lake Play School, Queens County Youth Athletic Center, Inc., Teen Plan, Inc., Diabetes Assn. for sending needy children of Queens to Diabetic Camp this summer, Greater New York Fund, National Infantile Paralysis Foundation

Several Elk programs, and the various charity projects of the lodge itself, benefited too, with its Youth Committee Chairman, John F. Scileppi, former Chairman of the Grand Lodge Committee on this work, accepting a \$10,000

donation for No. 878's efforts on behalf of our young people. In addition to a \$50,000 gift for its own particular 1954 charities, and a \$2,500 donation to the Elks National Foundation, the Queens Borough Elks gave \$500 to the N. Y. State Elks Scholarship Program, another \$1,000 to its own Scholarship Fund, a \$500 gift to the Elks National Service Commission, and \$750 allocated to the N. Y. Elks' Veterans Service Program.

LODGE NOTES

Highlight of the winter season for Bellingham, Wash., Lodge was the initiation of a 129-man Birthday Class by E.R. Cy Post and his officers in the presence of Past Grand Exalted Ruler Emmett T. Anderson.

Easton, Md., Lodge's Ritualistic Team won the Md., Dela. and D. C. Elks Assn. title in the contest which took place at the home of Washington, D. C., Elkdom recently.

Sam Miller, P.D.D. and former Grand Lodge Committeeman, is bringing a great deal of credit to the Order, particularly his own lodge, Hattiesburg, Miss. Director of United Cerebral Palsy of his State, representing the Miss. Elks Assn., he has just been elected Representative-Director of the Board of Directors of the United CP's national organization.

The Texas State Elks Bowling Contest will be held the 3rd, 4th and 5th of this month at McAllen, with a prize fund of \$1,000. Interested keggers may contact Tom Burns at McAllen Lodge No. 1402.

Jacksonville Beach, Fla., Lodge was instituted last June with 113 Charter Members. On Mar. 26th, the ninth class of the year, honoring James C. Dickinson, Sr., was initiated, bringing the total membership to 194. These Elks expect to double the original roster by its first anniversary.

When Fair Lawn, N. J., Lodge celebrated its first anniversary not long ago, a handsome American Flag and lodge banner were dedicated. The National Emblem, the gift of E.R. and Mrs. Geo. J. Scognio and Trustee and Mrs. Joseph P. Gallone, honored the memory of a former Paterson Elk, Louis Curci. The lodge flag was the gift of Trustee and Mrs. Solomon Epstein.

Portsmouth Lodge was host to the Ohio So. Cent. Dist. Ritualistic Contest won by Jackson's team, with Chillicothe taking second place.

Woonsocket, R. I., Lodge has a member who is doing his best to assist the Blood Campaign. Chairman of the lodge's committee for this work last year during his term as Exalted Ruler, Orlando DeStefani offered to each donor to the Drive last March a pound of the best sirloin steak, to be selected from the refrigerators of his own shop.



Officers of San Juan, P. R., Lodge seated before a class they initiated.



Above: When Latrobe, Pa., Lodge celebrated its Golden Anniversary, this class of 50 candidates was initiated by E.R. Michael A. Shust, seated fifth from left, and his officers.

Right: Over 2,000 Elks saw Past Grand Exalted Ruler L. A. Lewis, right, present the Charter for Culver City, Calif., Lodge to its E.R., Robert F. Kelley at the institution ceremonies.



New Orleans, La., Lodge plays a large part in the world-famous Mardi Gras celebration. Each year, the lodge selects three youngsters from orphanages of different faiths to act as the King and his pages in the Elks Krewe of Orleansians Parade on Mardi Gras Day. The 1954 King, above, is 13-year-old John Rodosta, his pages are Alcide Ballinger and Billy Holland, both nine, selected by the New Orleans Elks from two local Catholic orphanages.



1954 State Association Convention Information

STATE	PLACE	DATE
Wyoming	Torrington	May 31, June 1-2
Texas	McAllen	June 2-3-4-5
Utah	Ogden	June 3-4-5
Minnesota	Rochester	June 3-4-5-6
Oregon	Tillamook	June 4-5-6
Michigan	Traverse City	June 4-5-6
Maine	Rockland	June 4-5-6
Illinois	Springfield	June 4-5-6
Iowa	Cedar Rapids	June 4-5-6
Indiana	French Lick	June 4-5-6
Connecticut	Danbury	June 5
South Dakota	Aberdeen	June 5-6
Nebraska	Omaha	June 5-6-7
Idaho	Idaho Falls	June 10-11-12
New Jersey	Atlantic City	June 11-12-13
North Dakota	Dickson	June 13-14-15
Washington	Yakima	June 17-18-19
Rhode Island	Newport	June 19-20
Montana	Missoula	July 28-29-30-31
Md., Dela. and D.C.	Annapolis, Md.	Aug. 19-20-21-22
West Virginia	Elkins	Aug. 20-21
Virginia	Norfolk	Aug. 22-23-24
Pennsylvania	Pittsburgh	Aug. 27-28-29-30
Tennessee	Knoxville	Sept. 3-4
Colorado	Durango	Sept. 10-11-12
California	San Francisco	Oct. 6-7-8-9

ELK HISTORY Gets Around



Three copies of "The History of the Order of Elks" were presented to the West Haven, Conn., Library by the members of the local Elks lodge. Pictured on this occasion were, left to right, Librarian Miss Ora Mason, Elk Trustee Clifford Whitehead, retiring E.R. Fred T. Coxeter and Harry J. Kenney, Publicity Director of the lodge which made the gift primarily to acquaint the community's young people with the Order's principles.

Left: Another copy of the History went to the Washington County Free Library. W. H. Hawthorne, E.R. of Hagerstown, Md., Lodge, left foreground, handed the book to Librarian Mrs. Mary Louise Holzapfel, expressing his wish that it be placed on the circulating shelves so that it will be available to all citizens of the county for their reading pleasure, and as an inspiration to those who share the ideals represented by the Order. Other Elks on hand were, left to right: Est. Lead. Knight F. L. Moats, Est. Loyal Knight J. J. Bean, E. T. Winters and R. L. Schindel.



Long-time Elk Alexander Crossan, Editor of Sacramento, Calif., Lodge's fine bulletin, is seeing to it that one candidate of each class initiated into his lodge will have an immediate and solid education in Elksdom by presenting for drawing by the initiates an autographed copy of the History. This photograph was taken when Elmo Rulé, lucky member of the E.R. Frank J. Luttig Class, received the first volume in March. Mr. Crossan also inscribed the book, his well-phrased remarks reading in part:

"This History is given in the hope you shall find within its pages the true meaning of Elksdom as you peruse the story of more than eight decades of devotion to Americanism, Fidelity, Benevolence, Justice and Brotherly Love". Incidentally, this was a bright spot in Elmo Rulé's day. Having reached the age for compulsory retirement, he had been obliged to relinquish his post with the United States Bureau of Engineers only forty days short of his fiftieth anniversary with that group.

Oklahoma Elks Convene for 1954

Grand Exalted Ruler Earl E. James was the guest of honor at the 47th Annual Convention of the Okla. Elks Assn. at which his home lodge, Oklahoma City No. 417, was host. The three-day event opened Mar. 19th with approximately 650 persons registered. Highlight of the first day's activities was the Ritualistic Contest which terminated the following morning, with Woodward Lodge's entry winning top honors over six other competitors; Duncan Lodge took second place, and Shawnee, third. Three members of Oklahoma City Lodge's group made the All-State Team, with two from Woodward, and one each from Duncan and Holdenville.

On the 20th, the delegates and their ladies attended an outstanding program in the Municipal Auditorium, when an Honor Guard of the Elkettes, Holden-

ville Lodge's trim girl's Drill Team, escorted Grand Exalted Ruler James to the stage to deliver the welcoming address, following his introduction by State Pres. D. E. McCroskey. E.R. James S. Tate was Master of Ceremonies for the thrilling events which followed, when a his-

torical panorama, entitled "Oklahoma Cavalcade of Elksdom", placed before the audience the highlights of the Order's progress in that State from its inception to the present day. Ben Morris was the Narrator for the extravaganza, directed by Mary Gray Thompson and featuring the Oklahoma City University Choir.

The delegates decided to hold the 1955 meeting in Tulsa, with a fall gathering at Holdenville, and plan to purchase a suitable site for a summer camp for boys.

The new officers are Pres., C. R. Horton, El Reno; 1st Vice-Pres., John Coons, Miami; 2nd Vice-Pres., Temple Benbrook, Woodward; 3rd Vice-Pres., Bert Wisor, Holdenville; Sgt.-at-Arms, Clyde Dowdy, Holdenville; Secy., V. P. Cavanaugh, El Reno; Treas., Clair Hill, Shawnee. Trustees are Herman Salz, Woodward; Harry Paine, Lawton, R. G. Maidt, Oklahoma City; L. A. Wood, Bristow, and Herbert Johnson, Sapulpa.

NEWARK, N. Y., ELKS RELEASE. OTHER LODGES PLEASE COPY

March 18, 1954

With the end of the 1953-54 Grand Lodge year, retiring E.R. Albert Kreiss announces that Newark, N. Y., Lodge, No. 1249, has its entire membership of 590 Elks paid up to April 1st.



In the Doghouse

Pups can influence youngsters for the good.

PERHAPS many modern parents just won't give the time to their youngsters that all children need, but one thing I am sure about is that the child who is encouraged to develop a healthy hobby is less likely to go wrong. If that hobby is an interest in something living, particularly a dog, the odds will favor the youngster. In this I'm not theorizing. I've seen it work with children whether it took the form of stamp collecting, drawing, photography, raising chickens, keeping goldfish or being entrusted with the responsibility of caring for a dog or dogs. A hobby of some sort will help very much in the way of keeping small feet on the path of righteousness. In spite of the parental razor strop and some few buffets at school, no one ever worked harder to become a social outcast than your writer when he was young. But with advancing years as I grew up I had my nose pointed hobby-wise, first being encouraged to breed show chickens (bantams they were—mainly chochins) and later to get into the more serious side of breeding dogs for the show bench. Later I was diverted into hoss-backing under the wing of a brother who was a steeplechase jock but the horses never seriously interested me, which was perhaps my loss. At any rate I escaped with a light sentence and in later years returned to my friends the dogs. But in those earlier times street corners and pool rooms saw me not. And the police never. It was my father's idea to get me to keep chickens since I lived where they could be kept. As that interest showed signs of waning my mother turned my attention to dogs, which with most youngsters is one of the easiest things to accomplish.

At first it didn't make any difference what kind of dog I brought home. But I was held strictly responsible for its care. I recall introducing one forlorn pup to my mother with the assurance that it would always be a small kind of dog. When that pup grew too big to get under the dining room table without seriously inconveniencing everyone who sat there, we knew he wasn't going to be a small dog. In fact he reached half the size of a Shetland pony. Maybe my memory is made misty by distance but it seems that it was so at the time. Now the hobbies I have mentioned may be— for reasons of living locations—prohibited for some children; or some parents may think them too expensive to

warrant encouragement even though they might influence a youngster for the better.

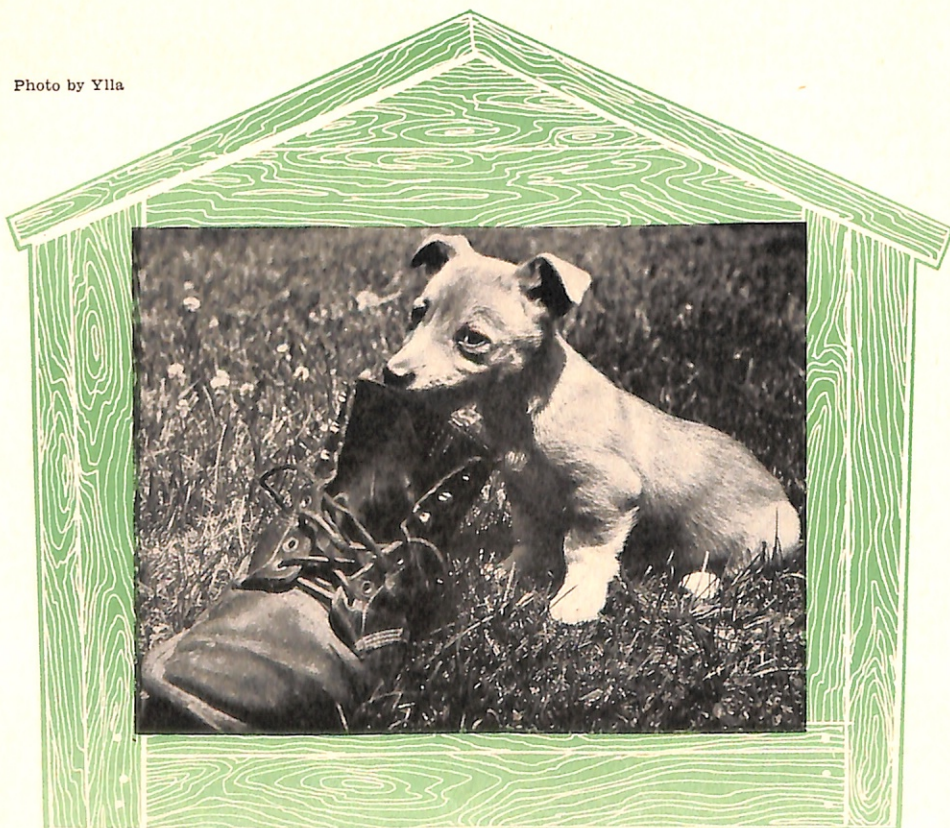
Well I haven't statistics at hand to tell the total cost of today's juvenile delinquency nor statistics to reveal to what extent such delinquency has embittered the hearts and minds of parents of wayward children but the cost of encouraging healthy hobbies for children is far less, I'm sure. When it comes to dogs for children, I'm not writing in a sentimental vein such old-line stuff as it being a noble thing for little Harry or Harriet to have a dog for a pal to grow up with the youngster. On the contrary, the child who is given a dog should be taught to regard the dog as a playmate and not a plaything. By that I mean the youngster will be better off if held responsible for the welfare and care of the dog. As Raymond J. Hanfield, executive secretary of National Dog Welfare Guild, says "What could be a more beneficial and interesting pursuit than the raising and training of a dog? This is not sentimental but sound advice." In this, every professional writer about dogs I have known will

agree with Mr. Hanfield, who further urges that parents get a dog for their children—either buy one or adopt one.

A dog can change the whole direction of thought, action and deeds, and help keep a youngster from boredom and lack of interests that so often lead into keeping bad company. Badly behaved, selfish children frequently, quickly change when given the faithful friendship and responsibility of caring for a dog. Children often grow with such responsibility. The dog will keep them busy, entertained and out of mischief. If the child's interest can be encouraged to the point where it will want to attend dog shows or get interested in breeding good dogs all the better. This increases juvenile responsibility and helps develop character. If the youngster is located where it is convenient to take him or her to dog shows there he or she will see other children competing in the show ring with their dogs or perhaps in obedience tests. For the parent sufficiently interested to encourage a child in this direction it isn't necessary to get a top-flight show dog to

(Continued on page 55)

Photo by Ylla



This winning young Welsh Corgi would interest any child.

Sure
to be better

that's the long...

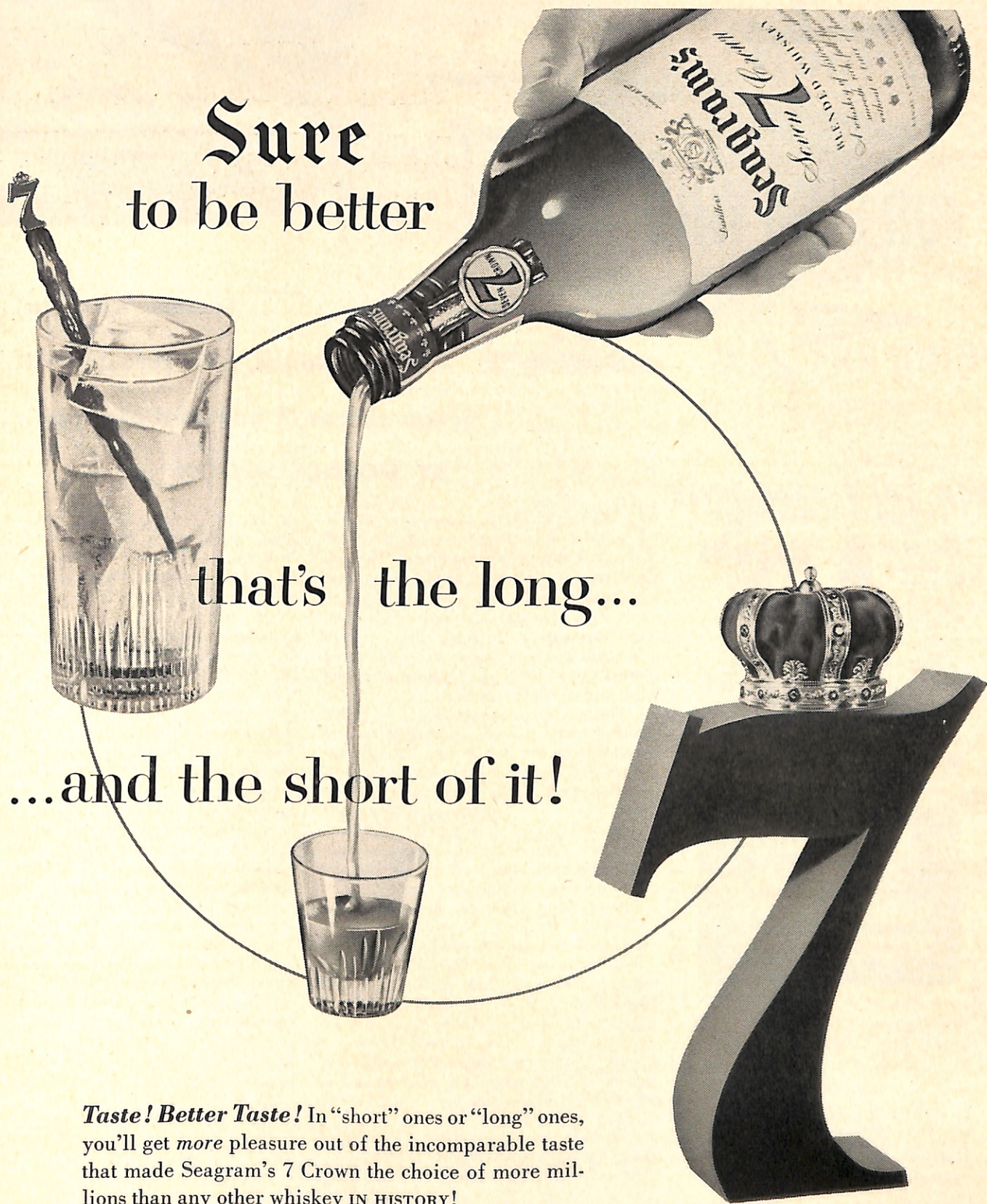
...and the short of it!

Taste! Better Taste! In "short" ones or "long" ones,
you'll get *more* pleasure out of the incomparable taste
that made Seagram's 7 Crown the choice of more mil-
lions than any other whiskey IN HISTORY!

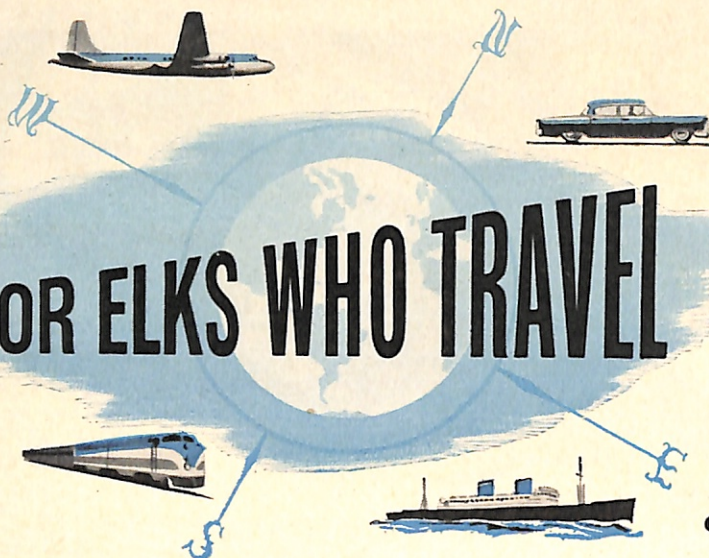
That's the long and the short of it!

Say **Seagram's** and be **Sure**

SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.



FOR ELKS WHO TRAVEL



Eastern Canada

**offers islands, pine forests and
ocean shores in one cool package.**

BY HORACE SUTTON

NEW CARS—SELF DRIVE

BRITAIN and CONTINENT
EXAMPLE
4 PERSONS!
1,000 MILES!
\$98 14 DAYS!
(\$35.00)
INCLUDING
GAS, OIL, INSURANCE
Write Elks Travel Department for literature.

WILSONS

34 ACRE LANE, LONDON S.W. 2
ENGLAND

**Enroute to Los Angeles
Stop at Hotel El Cortez
In Fabulous Las Vegas**

**FREE . . . for your next
club meeting**

**A DELIGHTFUL
COLOR FILM
SURE TO PLEASE
YOUR MEMBERS**

Book it now . . . Cunard's 16mm.
sound film—"Getting There is
Half the Fun"—depicting a gay
and glamorous transatlantic
crossing in the Queen Elizabeth,
world's largest superliner.
Running time: 32 minutes.

TO RESERVE PRINT FOR YOUR PROGRAM,
JUST SEND THIS COUPON:

CUNARD LINE

25 Broadway, New York 4, N.Y.

Please reserve your film: "GETTING
THERE IS HALF THE FUN" for:

DATE: (First Choice) _____

DATE: (Second Choice) _____

SHIP TO: _____ (NAME)

STREET ADDRESS: _____

CITY _____ ZONE _____ STATE _____

ORGANIZATION: _____

EXPECTED ATTENDANCE: _____ E

IT WILL BE TIME, before you know it,
to take off to the northwoods in search
of a cool and breathable breeze. The inn-
keepers of Eastern Canada have been
making a good thing, these many years,
out of the dog days that are visited upon
the territories to the south. By now there
is a full array of lodges and upholstered
shacks in which to seek a hideaway from
the higher temperatures.

For one thing, should you be in Maine
this summer, it is no distance or time to
bust across the border into New Brun-
swick. Practically looking down the bor-
derline itself is St. Andrew-by-the-Sea,
which gives you a pretty good idea of its
location right off. It is not very far from
Eastport, Maine, and sits on a peninsula
in Passamaquoddy Bay, should that be
any help to anybody here present. The
biggest thing about St. Andrews is the
Canadian Pacific's Algonquin Hotel, a
half-timbered, multi-gabled establishment
that looks, perhaps, like an overgrown
manor house. It has 230 rooms, and
broad verandas, not to mention a private
stretch of sand on Katy's Cove and no
fewer than 27 holes of golf. There are
four clay courts on the premises, and a
casino for dancing and movies, and a
fenced-in reservation for children of
young Indian age.

Aside from the big Algonquin there
are smaller places such as the Commo-
dore Hotel on the main street and handy
to the fishing fleet that ties up at the
edge of town. It charges \$8 a day per
person for a room with private bath and
meals included. Although it has a sea-
side and salty aspect, St. Andrews also
offers good inland fishing, a few miles
distant, for bass, salmon, and trout.

For a place that is different, you might
look into Grand Manan, an island be-
longing to New Brunswick that sits at the
entrance to the Bay of Fundy, is inhabited
by 3,000 citizens, has no illiteracy, nor
crime nor poverty, and makes its living

on herring. Grand Manan is 17 miles
long, seven miles across where it is
broadest, and almost every one who lives
on it has a car. On the sandbars there
are clams, in the briny there are lobsters,
if you have a secret passion for seagull
eggs you can find them, friendly whales
do everything but chase the herring into
the smoke houses, and the local seaweed
that embraces the pilings is edible (for
those who are so inclined). All this is
three and a half hours from St. Andrews.
While it is not greatly developed for tour-
ism you can ferret out places to stay like
the Anchorage Hotel, but be prepared to
breakfast on hard-boiled gull eggs which
have a deep hue to the yolk and make
pink cakes when mixed into the batter.

Another of the islands of Eastern Can-
ada, but this one a full-fledged province,
is Prince Edward Island, sitting off the
east shore of northern New Brunswick.
You can fly over it in no time or take
your car across on the ferry and drive
away. Prince Edward Island is loaded
with potato fields, clover, bumper-sized
strawberries, magnificent cattle, Mal-
peque oysters, soft-shelled clams, lob-
sters, great sand beaches—probably the
best in Canada, and the warmest water
north of Florida. The first week in June
it will be about 65 degrees, and the av-
erage is somewhere around 69 degrees.
The rather fashionable Dalway House
is located in the National Park, 200 yards
from the sea, has 33 rooms, 10 baths and
charges between \$7 and \$10 a day per
person with meals. There are also cot-
tages, tennis, lawn bowling and a driving
range on the place. Adjoining the famous
Green Gables golf course is Green Gables
Bungalow Court, a settlement of 21 mod-
ern cottages a walk from Cavendish
Beach. It is set up for light housekeeping
and the tariff is \$3.25 a day for each of
two persons, and add \$1 a day extra for
children under 12.

One of the most popular places has



always been Shaw's Hotel and Cottages, a small and friendly place with 30 rooms and six furnished cottages where the rates start at about \$7 a day food included. It is located in Brackley Beach, 14 miles from Charlottetown. To get an idea of distance, Prince Edward Island is 877 miles from New York, 547 miles from Portland, Maine, and 1,303 miles from Detroit, all figured by car. The ferry charges \$3 round trip for a car and 80-cents a passenger (about one sixth the cost of navigating one's way to and from Martha's Vineyard off the coast of Massachusetts).

The third of the three Maritimes is Nova Scotia, easily reached from the United States by Eastern Steamship Line steamer from Boston direct to Yarmouth. It is an overnight sailing and the good ships stow cars so that you can drive from the dock the next morning.

Of the lodges that wait in the woods, there is, for instance, the Lakeside Inn, a Canadian Pacific place not far from the dockside of the Boston-Yarmouth steamers. It has 68 rooms, all with bath, five cottages, 50 acres of property and, naturally, a lakeside location. Since the famed fishing village of Wedgeport is only 20 minutes away, the menu features seafood, and the sports program features fishing. And since quaint fishing villages also at-

tract the artist, the nearby French shore, which is almost 40 miles of continuous village, is a great attraction for brush wielders.

Besides all that, you can swim in lower Milo Lake, play the 9-hole pitch and putt course, and sail a flotilla of 17-footers on the lake. No hay fever, either.

On the opposite side of Nova Scotia, facing on Northumberland Strait, not far from where the ferry departs for Prince Edward Island, is the delightful Pictou Lodge. It is a log cabin colony, a rough-hewn but comfortable resort by the edge of the salt water and yet also by the edge of the pines. It has a varied collection of four-, six- and ten-room cottages and all told can put up a hundred vacationers for the night. Fireplaces in the cabins and the dining room take the chill off things even in summer evenings. It is one of the few places where you can walk out of your pine-sheltered cabin and stretch out on a sand beach in about one minute and thirty seconds. Tennis on the premises and golf at the New Glasgow Golf Course a short haul away. Figure about \$9 to \$12 a day with food.

While you're in Nova Scotia bear in mind the famous Gaelic Mod at St. Ann's on Cape Breton Island which opens August 6th and runs for six days there.
(Continued on page 42)

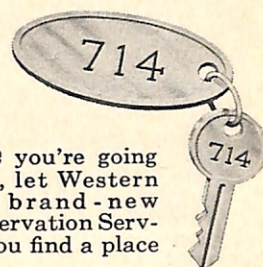
Photo by Ewing Galloway



The Sea Lion, a rock formation on Silver Island, Lake Superior near Port Arthur, Ontario, Canada.

New

easy way to make HOTEL RESERVATIONS thru WESTERN UNION



Next time you're going on a trip, let Western Union's brand-new Hotel Reservation Service help you find a place to stay.

Our new service will save you the work and worry often connected with getting hotel space.

All you have to do is:

1. Contact Western Union and ask for Hotel Reservation Service.
2. Tell us the kind of accommodations you want, when, where and for how long.

Then *relax*, while Western Union does the rest.



There's no long period of uncertainty. Western Union gets in touch with the hotels, reserves the space you specify, and confirms it to your home or office... all in a matter of minutes.

If you are starting your trip immediately, the service works just as easily. Western

Union reserves the space and holds the confirmation at your destination. On arrival, just get in touch with Western Union's Hotel Reservation Desk in that city for the details of your accommodations.

On any Occasion
it's wise
to wire



WESTERN UNION

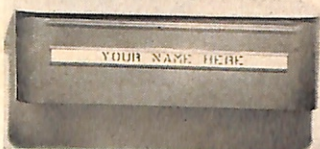
Coral from Capri



Stunning 16" double strand Genuine Coral necklace from the Mediterranean, famous for its rich fine coral. Superior quality because each piece has been carefully cut, rounded, matched and polished. Can also be worn twisted into a handsome rope choker. In fashionable Tangerine. Earrings—dangle or button, screwbacks or pierced. Necklace \$3.60, Earrings \$2.10 pr. Prices incl. Fed. tax and postage. Money Back Guarantee if not truly delighted. Add 25c for Air Mail.

ALPINE IMPORTS Dept. EL3 505 Fifth Ave., New York 17, N. Y.

PROTECT-ALL-YOUR-MAIL



MAGAZINES • NEWSPAPERS • PARCELS

Here, at last, is a City Delivery mail box big enough to TAKE ALL the postman delivers to your home. • Decorative—Custom made in rust resistant steel. Your name cut in stencil plate. Two colors—Green and White. • Baffles Thieves—Visible mail tips off burglars. • Box measures 17"x5"x6". Mounting screws furnished with instruction booklet.

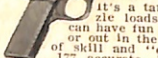
Guaranteed or your money back \$6.50 postpaid
R. M. SHOFF P.O. BOX 1166
CLEARWATER, FLA.



GIANT BALLOONS

Surplus U.S. Govt. NEOPRENE Weather, target balloons (new overage). For FUN or PROFIT. Great sport in the backyard; or for parties, picnics, dances, fairs. MONEYMAKERS. Use these balloons to attract crowds in civic events, conventions, exhibitions, trade shows. Terrific for high school and college PROMS. All sizes are approx. Inflated size. We pay postage on prepaid orders. 3 ft. dia. 49c—6 ft. dia. 99c 13 ft. dia. \$1.39—20 ft. dia. \$1.95 18", 3 for 55c

"MARKSMAN" AIR PISTOL



It's a target pistol but it looks, feels, muzzle loads and cocks like an army .45. You can have fun indoors in rumpled room or basement; or out in the back yard or woods. Make it a test of skill and "outmarksman" your friends. Caliber .177 accurate, high-powered, guaranteed. Complete payment must accompany order. \$5.95

Extra Ammunition Available. Darts, 50c doz.—BB's, 15c for 100—Pellets, \$1.50 for 500. • Add 10% for handling & delivery of air pistol and ammunition. Calif. residents please add sales tax on all items.

WAR ASSETS DIVISION, Volume Sales Co.
Dept. E-6-54, 3930 Sunset Blvd., Los Angeles 29, Calif.

Cut Weeds 4 to 5 TIMES FASTER, EASIER WITH SICKLE HOE

For small plots or large fields, this amazing new push type Sickle Hoe solves your weed and grass cutting problems... gets into hard-to-get-at-places under plants, trees and shrubs.

Minimum effort and maximum performance. Blades made of high carbon steel with best grade ash handle. No chopping—just push.



Model 4 \$3.75 Model 6 \$4.75
If unavailable through your dealer order now from:
LIN-AIR of California • Box 780 • El Centro, California, Dept. E-1
Send Sickle Hoe Model 6, \$3.95 ☐ Model 4, \$3.75 ☐ ENCLOSED \$

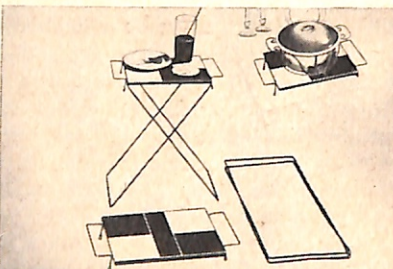
Name _____
Address _____
City _____ Zone _____ State _____
CALIFORNIA ADD 3% SALES TAX

Elks

FAMILY



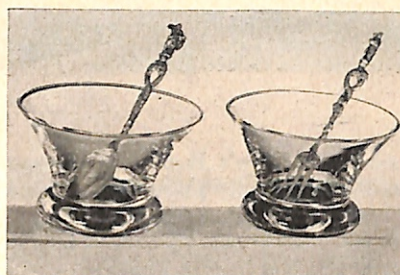
ONE LOOK and we lost our heart completely to "Tearful Terry". This beguiling pup is of foam rubber, covered with white terry cloth. His paws are brown felt and he washes like a towel—colorfast. Of course that makes him a wonderful outdoor and beach toy. 14" long. \$2.95 ppd. The Edwin House, EFS, 145 West 4th Street, New York 12, N. Y.



ENTERTAINING is a delight with this handsome TABLE-TRIVET. A side table 18" high, it becomes a trivet when you remove stand. Black wrought iron frame, aluminum tiles. Baked-on finish is alcohol-heat-cigarette burn-proof. Tiles in black with white, turquoise, chartreuse, peach or ivory. 14" x 8 1/2". 2 complete sets, \$6.70 ppd. Lane & Lane, EFS, 481 Main St., New Rochelle, N. Y.



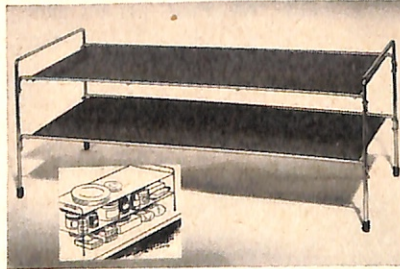
PUSH BUTTON cigarette service in your car keeps you from dangerous fumbling in pockets while driving. Cig-A-Matic holds regular or king size cigarettes, drops a fresh one into your hand when you press the button. Adhesive back holds firmly to dashboard. Handy for workshop, playroom, den. \$1.00 ppd. Frost's, 306 Frost Bldg., Hollywood, Calif.



RELISH BOWLS of gleaming hand-made crystal, gracefully designed, are a welcome gift to bride or hostess. Bowls, 3" high, 3" wide, have heavy bottoms to prevent tipping. They come with lovely antiqued Florentine fork and spoon. Complete 4 pc. set only \$2.95 ppd. Agnestrone Ltd., 39 W. 8th St., Dept. EFS, New York 11, N. Y.



YOU CAN REFURBISH your outdoor chairs with Perma Seat, replacement fabric of Firestone Velon, guaranteed not to rot, rip, fade or weaken. No tools or sewing. Fitted with screw and grommet closing. Lawn Chair "A" standard size 14 1/2" x 44", \$2.49; oversize, 14 1/2" x 50", \$2.98; Deck Chair "B", adjustable in size, \$2.98. Bright green and yellow stripe. Downs & Co., EFS, Evanston, Ill.



KITCHEN CUPBOARD ORGANIZER. It holds a set of 52 dishes in 1/3 the space normally needed, without dangerous stacking. Or, use it for cans and spices. Rubber tipped legs form carrying handles. Roomy shelves, 17" x 8 1/2", stand 3 1/2" and 7" high. Mar-proof steel in yellow, white or red, \$3.95 ppd. 2 for \$7.75. Red Oaks, Box 342E, Winnetka, Illinois.

Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order.

SHOPPER



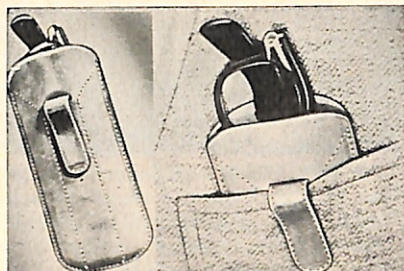
A GIFT TO BE CHERISHED are these sparkling genuine Zircons—cut to shine with many-faceted brilliance and remarkably like diamonds. Left, 1 1/2 carat solitaire; right, 1 carat solitaire set with two round Zircons. Mounting is 14K white or yellow gold. \$12.50 each ppd., inc. tax. Sanlys, 545 Fifth Av., Dept. EFS, New York 17, N. Y.



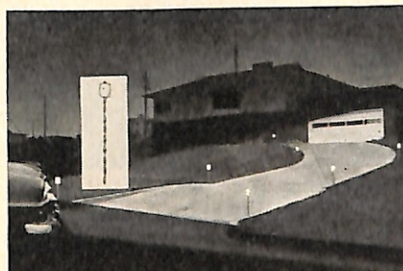
MAMA LOVES PAPA and shows it handsomely with this real leather, gold tooled photo album. It comes with 3 loose-leaf pages holding 3 5/8" x 5" pockets for 120 photos and negatives. Holds 280 photos and negatives when full (refills available). Brown, maroon, green, red, blue, rose, ivory. Give 2nd color choice. \$5.95 ppd. House of Bertram, Box 598, EFS, Scarsdale, N. Y.



HIDING BEHIND THE SKIRT of this buffet-bar is an ironing board. Vinyl Serve-A-Board Cover fits any board 54" x 15", has large quilted cuff in contrasting color, seams bound in heavy tape. Two large pockets hold serving utensils. Red and black or chartreuse and green. \$2.98 ppd. Kalfred Arthur, Box 254E, Forest Hills 75, N. Y.

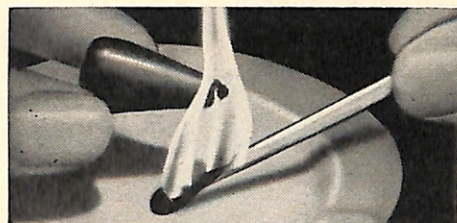


SAFETY SPEC CASE holds firmly—by spring clip—to your pocket or to car's sun visor. You pull out glasses easily without removing case; yet it keeps them from falling out accidentally. Any spec-wearing dad will love one. Good looking and good quality tan saddle leather. \$1.50 ppd. Sunset House, 75 Sunset Bldg., Hollywood 46, Calif.



LIGHT YOUR WAY into the garage with Day-n-Night Driveway Guides. Even difficult driveways are easy to follow with the help of these markers that shine brilliant yellow in your car's headlights or back-up light. Rustproof, on wrought aluminum stakes, 24" high. \$1.00 ea., 2 for \$1.85; 6 for \$4.95 ppd. Spear Engineering Co., EFS, Spear Bldg., Colorado Springs, Colorado.

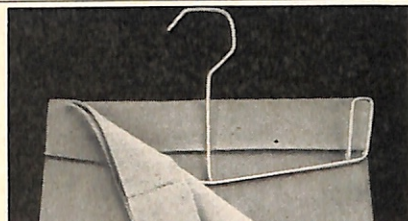
IT'S TERRY CLOTH, it's man-tailored and it's wonderful for beach, golf, with slacks, shorts, or skirt. And for easy summer living, what's better than its washable, no-iron, neatness? Real man-cut, even to the tails, pearl buttons, cuffs. The graceful length is especially good with bathing suits. Single breast pocket is convenient for handkerchief or change. Sizes 10 to 20. White, \$5.95; pink or turquoise, \$6.95 ppd. Elizabeth McCaffrey, Dept. EFS, Orange, New Jersey.



Rid Your Home Of Insects—\$1

Amazing new bug killer cones rid your home of all insect pests the cheapest and most positive way! Just place on ash tray and light . . . that's all. Cones burn like incense—invisible vapor penetrates every crack and crevice, destroying all exposed insects. No oily sprays—no mechanical gadgets—no after odor—NO WORK! Miracle "Clean House" Anti-Insect Cones kill moths, flies, ants, mosquitos, gnats, spiders, roaches, silverfish, bedbugs. 14 Cones for \$1, postage paid. Guaranteed to do the job or your money back! Order direct by mail.

SUNSET HOUSE 284 SUNSET BUILDING, HOLLYWOOD 46, CALIF.



IDEAL PANTS HANGERS

Every man will appreciate these because he won't need 3 hands to use them. Simply slip ends into the inside of cuffs; they adjust to any size. Pants hang wrinkle-free and can't drop off to the floor. Inexpensive too. Order them for yourself and for Father's Day gifts. 3 for 89c—6 for \$1.50

Order by mail to-day. No COD's. Send cash, check or m.o.

RUTH BRAWER BOX 4035, DEPT. EPH TUCSON, ARIZONA

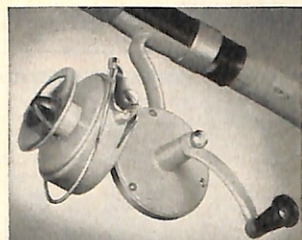
SPIN LYNER

SPINNING REEL

with 200 yds.
nylon
monofilament

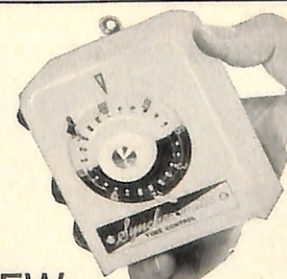
\$7.95

post paid



More fish . . . more fun! Anyone can be an expert with a spinning reel and here's a reel anyone can afford. Strong aluminum alloy shell and spool. Ocean blue enamel finish. Weight only 9 oz. Hard brass synchro-mesh gears; full bail pick-up and hard steel roller type line guide; finger tip drag control. Extra long crank for easy clock and counter-clock winding . . . assures fast line recovery and "sporty" play. Send check or money order for Spin Lyner reel with 200 yds. nylon monofilament line and complete instructions for spin fishing. \$7.95 post paid or C.O.D. plus charges.

Satisfaction guaranteed or money back
PIXLEY CO., Dept. E-6, 5336 Glenwick Lane, Dallas, Texas



NEW Automatic Time Control!

- Turns any appliance on and off!
- Plugs in any electrical outlet!
- Works 24 hours a day for you!

It can start your coffee percolating in the morning . . . turn your radio on to wake you up . . . defrost your refrigerator . . . turn off the electric broiler when food's cooked . . . switch lamp lights on and off when you're away! You just set it and forget it—as easy to use as an alarm clock. Use it with any electrical appliance—nothing to install. Just plug it in. Fully guaranteed, of course, and only \$7.95 postpaid! Order by mail today—check or money order. Immediate delivery.

GIFTS and GREETINGS, Rockland 65, Mass.

Except for personalized items, there is guaranteed refund on all merchandise returned in good condition within 7 days.



BEER TOTE

Hot men, what won't they think of next! A beer-lovers dream... this fibre glass insulated tote bag that keeps 10 cans of beer frosty cold up to 6 hours. The perfect way to take beer a-picnicking or to the beach. Made of heavy cotton twill in colorful clan plaids. Complete with opener and 4 "kan kups."

\$8.95 ppd.

(6 can size... \$6.95 ppd.)

Serv-U

Write for FREE catalogue

Dept. E6, P.O. Box 390, Flushing, New York

CULTURED PEARL

Wedding Bands



These are perfectly matched lustrous Cultured Pearls grown in the living oyster. Exquisitely fish-tail set in 14K gold. An exciting, unusual idea as a wedding band or guard ring.

(top) Ring with half circle of pearls.....\$12.50

(bottom) Ring with full circle of pearls.....\$25

Full circle of simulated pearls in gold filled setting...\$3.95

(Prices include Fed. Tax)

Treat yourself or surprise someone you love

Mail Orders Filled Postpaid

Satisfaction Guaranteed or Money Returned

SANLYS- Dept. E-6, 545 5th Ave. New York 17, N. Y.



ITALIAN ACCORDIONS

special DISCOUNT

TO MEMBERS OF THE

ELKS

"PAY AS YOU PLAY"

Small Down Payment As Little As

\$10

per month

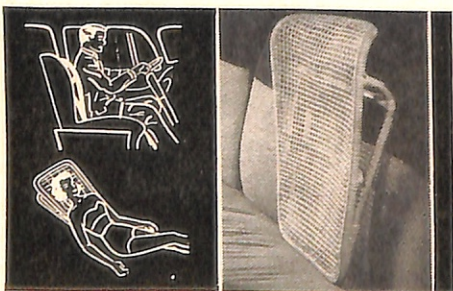
DIRECT from Importer to You!

SATISFACTION GUARANTEED, or your money back! NOW you can save up to 50% by direct purchase from America's leading distributor of famous genuine ITALIAN ACCORDIONS. Trade-Ins Accepted

Send for FREE Illustrated Catalog!

5-DAY FREE TRIAL

ACCORDION MANUFACTURERS & WHOLESALE OUTLET
2003 West Chicago Ave. Dept. [K-64] Chicago 22, Ill.



COOL BACK REST—FOR EASIER DRIVING

Supports your back for restful driving—lets you sit forward without straining. Ventilated bamboo structure keeps you cool—even on hottest days. Makes summer vacation auto trips easier, more fun. No more sticky clothes or make-shift pillow props. Also use for beach, picnic, etc. Size 18" x 15". \$2.25 ea., 2 for \$4.45—all ppd. Satisfaction Guaranteed. Write for free gift folder. Send to:

RED OAKS Dept. 181H Winnetka, Ill.

Elks FAMILY SHOPPER



YOU CAN COOK a delicious meal in this practical, good looking Skotch Karry Grill. Engineered to provide uniform heat, it has a recessed firepot set in an air-cooled chamber. You can carry charcoal in the firepot. Lid serves as tray. Lightweight, but sturdy, its design prevents tipping. 12" diam., 12" high. \$6.98 ppd. Fire-side Shop, EFS, 916 E. Wayne St., South Bend, Indiana.



MINIATURE ELK HEAD. Modeled in life-like form and natural color, these ceramic heads, ready for hanging, are good looking wall decorations for any Elk home, office or lodge. Plaque modeled to simulate forest background. 7" x 6 1/4". \$3.50 ppd. Sport Life Distributors, Box 1507-EF, 11th and Market Sts., Wilmington 99, Delaware.



PARI-MUTUEL MONEY CLIP

The race track crowd and just plain horse fanciers everywhere will tout this money clip, an exact replica of a Pari-Mutuel ticket. It's a sure thing gift for any occasion. Always runs in the money. Beautifully chrome plated with deeply etched letters in red and black. 2 1/2" by 1 1/4". Attractively boxed and just \$2.00 postpaid. No C.O.D.'s please.

Guaranteed to win by a nose.

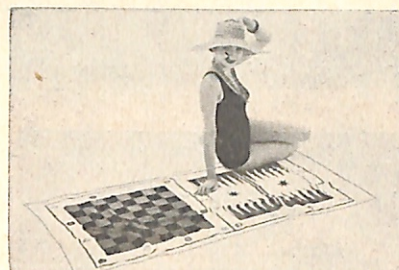
LAURIE of LOMITA, Lomita 1, California



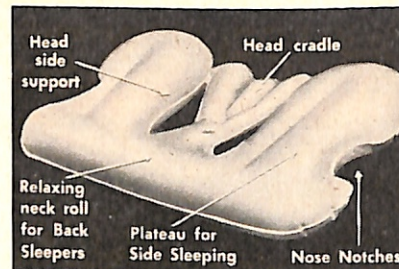
NEW MAGIC PADS RID HOME OF INSECTS!

Bug-Nix Pads contain chlordane, scientific killer for Roaches, Silverfish, Ants, Carpet Beetles, Waterbugs. Place neat pads under sinks, garbage cans, rugs, on shelves, in storage areas, basements; indoors where these house pests hide, crawl, enter. No poison baits, fumes, mess, oil, bad odor. Amazing results! Effective 90 days and longer! Moneyback guar. No C.O.D.'s or stamps.

V. S. BABCOCK COMPANY, Dept. F, 18-pad \$1.00 ppd. 1724 Larkin St., San Francisco 9, Calif. pkg.

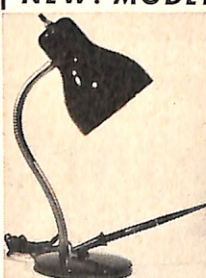


PICK UP YOUR CHECKERS and wrap yourself in this clever Jumbo Beach Towel, gaily and practically marked for checkers, chess and backgammon. White, thirsty terry, printed in red and black, a huge 3' x 6'. It will make a real hit as a gift for your weekend hostess and don't forget one for your own vacationing. \$4.95 ppd. Beverly Baker, Dept. E, Box 427, Tuckahoe, N. Y.



COMPLETE RELAXATION is the secret of better sleep. This scientifically designed pneumatic pillow relaxes neck, shoulder, back. In the summer, partly filled with water, it absorbs excess body heat, keeps you cool all night. Sturdy vinyl. Ideal for invalids, restless sleepers. \$4.50 ppd. Better Sleep Co., Dept. EFS, New Providence, N. J.

NEW! MODERN! DIFFERENT!



A useful gift for students, dad or mother.

Only \$6.95 Postpaid

FLEXIBLE ARM DESK LAMP

complete with fountain pen and holder. Height 15", Base 5", Shade 6". Twists, Turns, Raises or Lowers, put in any position. Has heavy weighted base with brass plated and lacquered gooseneck, and hand spun metal shade. Reflectors have baked white enamel interiors. Colors Maroon, green, black or chartreuse. Completely electrified for a.c. or d.c. current.

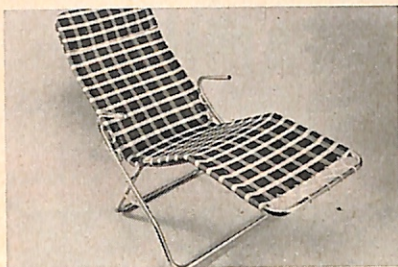
PENZEE— R2, ORME ROAD, LIGONIER, PA.



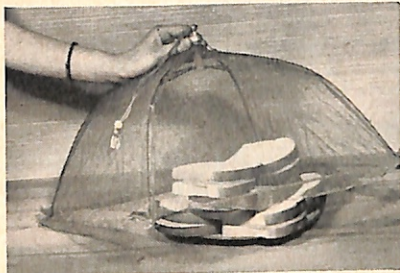
WALK ON AIR

For quick relief from calluses, blisters, spurs or bruised heels, general foot fatigue, place Albin Air Cush'n Inner-soles in your shoes. Air moves thru small channel, gently massaging feet. Odorless, non-absorbent, almost weightless. Order by men's or women's shoe size. \$2.95 a pair. No COD's, please. Money back if not delighted. Albin of California, Room 10F, 1401-91 W. 8th St., Los Angeles 17, Calif.

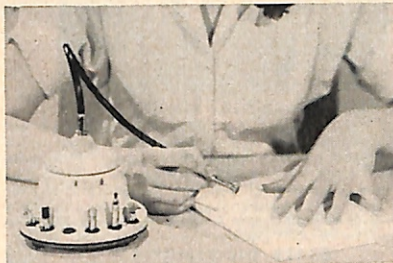
Elks FAMILY SHOPPER



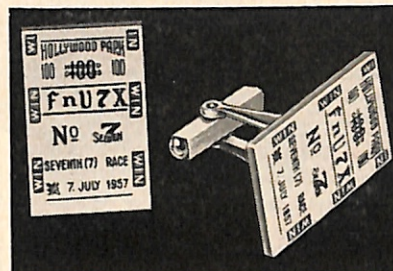
FOLDING CONTOUR CHAIR gives you living room comfort outdoors. Design is that recommended by doctors for perfect relaxing. A mere 41" folded, lightweight, it tucks into car trunk. Slide-in seat, aluminum frame, weather-resistant Saran plastic. Plaid in choice of blue, green, yellow or red, \$19.98 exp. chgs. coll. Avra Industries, Box 1064, Dept. E, Washington 13, D. C.



WHAT EVERY PICNIC NEEDS—a Shoo Fly Umbrella. It's a 16" square of net that folds and opens like an umbrella to pop over cakes, sandwiches, fruits and keep it safe from insects. They come in bright gay colors—are really a "must" for outdoor dining. Only \$1.29 ea. 2 for \$2.50 ppd. Helen Gallagher, 413 Fulton St., EFS, Peoria 2, Ill.



ELECTRICAL MANICURIST provides the whole family with easy, economical manicures. Attachments file, buff, and clean the nails, correct hang-nails, brittle nails, other common complaints. Slightest over-pressure automatically stops mechanism. It cannot cut live skin. Safe for removing corns, calluses from feet. \$24.95 ppd. Abar Mfg. Co., 8816 Woodland Ave., Cleveland 4, Ohio.



A SURE BET to please any devotee of the sport of kings are these Cuff Links in the form of miniature pari-mutuel race tickets. Of gleaming chrome deeply etched with red win lettering, black numbers, 5/8" x 1". If Dad's a gay blade, you might get him a pair for Father's Day, \$3.50 ppd. inc. tax. Laurie of Lomita, Dept. AW 13, Lomita, Calif.

GIANT KIDDIE PLAY POOLS

Hold Up To 8 Children Comfortably

AMAZING VALUE 42" Dia. 7" Deep
Nationally Sold At \$4.98
ONLY \$2.98 Plus 50c Shipping



MADE OF B. F. GOODRICH

Koroseal

LIFETIME GUARANTEE ALL NEW 1954 MODELS

- Adjustable Directional Drainage
- Play-Spray Shower Included
- Colorful Overall Decorations
- Home Inflating Device Included
- Sizes From 42 in. To 9 ft. Dia.

A PRIVATE SWIMMING POOL ALL THEIR OWN FOR YOUR ENTIRE FAMILY TO SPLASH IN! Big enough to swim in—yet shallow enough to be safe for everyone. Endless fun with all the different ways they can play—cooling carefree frolic in the water plus the added joy of bouncing on the broad air cushioned seat. Made of heavy gauge Koroseal. No dangerous sharp corners. Easy to keep clean. Rot and mildew proof. Lifetime guarantee against defects in material or manufacture. Your satisfaction unconditionally guaranteed.

AVAILABLE IN THE FOLLOWING RANGE OF SIZES:

42" Dia. 7" deep. Over 11 ft. around. Two Ring Construction. Holds 1 or 2 children and 38 gallons. No shower included with this model. Nationally sold at \$4.98. OUR PRICE—\$2.98 plus 50c shipping or C.O.D. plus postage.
54" Dia. 10" deep. Over 14 ft. around. Two Ring Construction. Holds 2 or 3 children and 70 gallons. Nationally sold at \$7.00. OUR PRICE—\$4.98 plus 50c shipping or C.O.D. plus postage.
68" Dia. 12" deep. Over 17 ft. around. Two Ring Construction. Holds Mom and Dad too, plus 150 gallons. Nationally sold at \$13 up. OUR PRICE—\$8.95 plus 50c shipping or C.O.D. plus postage.
80" Dia. 12" deep. Over 20 ft. around. Two Ring Construction. Holds 6 children easily and 225 gallons. Nationally sold at \$23 up. OUR PRICE—\$11.95 plus 50c shipping or C.O.D. plus postage.
90" Dia. 15" deep. (ILLUSTRATED) Over 23 ft. around. Three Ring Construction. Holds 8 children and 350 gallons. Deep enough to swim in. Nationally sold at \$30 up. OUR PRICE—\$17.95 plus 50c shipping or C.O.D. plus postage.
108" Dia. 15" deep. Over 28 ft. around. Three Ring Construction. Holds 4 adults easily and 500 gallons. Nationally sold at \$50 up. OUR PRICE—\$24.95 plus 50c shipping or C.O.D. plus postage.

P. J. HILL CO., Dept. S-584, 933 Broad St., Newark, N. J.

ENJOY TV COLOR NOW

NEW FILTER gives life-like colors to Black and White Sets.

You can actually transform your present TV black-and-white screen into soft, life-like color tones with the new Eye-Eze Color TV Filter. Made of noninflammable Safety Film, the filter is easily applied, with scotch tape, to the outside of your screen. At once you see the picture in eye-pleasing colortones. It also eliminates glare and snow in fringe areas. **\$3.50 ppd.**

Money back if not delighted.

Send size of screen and check or money order to:

CADILLAC JEWELRY CO., P. O. Box 467
JACKSONVILLE BEACH, FLA.

JUST IRON IT ON! NO SEWING! SAVES TIME!

PERSONALIZED NAME TAPE

For Servicemen, School Children, Campers, Home Users, Institutions

RESISTS

LAUNDERING, CLEANING

100 for \$1.50 • 150 for \$2.00 • 300 for \$3.00 ppd. for each person's name. (For 2-line name, add 50c)

Individually Cut and Boxed • Imprinted in Black, Blue or Red on White Tape. PRINT CLEARLY. NO COD'S.

ART COLONY INDUSTRIES, Inc.

9-A University Place New York City 3, N.Y.

LOVELY, ORIGINAL, HANDMADE

APRONS

You'll Be Proud to Wear

IDEAL GIFTS

Fine, sanforized, fast-color, gingham bib aprons in check, red, or green, with attractive motifs. **\$4.00 ppd.**



Beautiful, dainty, washable, permanent finish orangy. Frilly ties in delightful pastel shades of yellow, orchid or white, with luscious floral trim. **\$4.00 ppd.**

Apron kits, same styles and colors, ready to finish, all materials furnished: \$3.00 ppd. Enclose remittance with order. Money-back guarantee within 10 days.

ROSE MARY Originals

Department 1
110 N. Front Street
Niles, Michigan



ELK EMBLEM KNIFE

This fine quality pocket knife, slim and handsome is 3 1/4" long, 3/4" wide, of veri-thin construction—just 1/8" thick. Its two blades are of fine stainless tool steel, the casing an elegant black gun metal finish. The raised insignia is beautifully detailed and plated with life-time nickel in a gleaming finish. **\$3.75 ppd.**

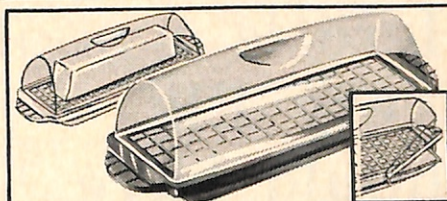
Father's Day is June 20th.

Order NOW

Send check or money order.

POMEROY PIONEER CO.

573 Sumner Ave., Springfield, Mass.



MIRACLE BUTTER DISH KEEPS TABLE BUTTER JUST RIGHT FOR SPREADING

Your butter is never too hard nor too soft. Here is a table refrigerator—not just another butter dish. The secret lies in the amazing refrigerant hermetically sealed in double base. Attractive plastic—washes easily. **\$1.98 ppd.**

FREE CATALOG

KALFRED ARTHUR

BOX 254, FOREST HILLS 75, N. Y.



3 FT. PLAY BALL FUN FOR \$1

This Jumbo Live-Rubber Play Ball is GUARANTEED 100% AGAINST BREAKAGE. A

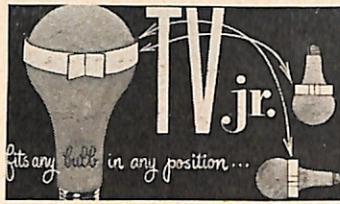
barrel of fun for tot and pop at beach, backyard, pools, picnics, gyms, etc. No vacation complete without one. Multi-color, gay design. Inflates easy by mouth or pump, patented blow-up feature can't leak. One-piece, seamless construction. Perfect year around gift. Only \$1 ppd. . . Order now,

SPORTS DIV., VOLUME SALES CO.

Dept. EP654, 3930 Sunset Blvd.,
Los Angeles 29, Calif.



CALL BIRDS with the amazing Lura Bird Call. Attract robins, orioles, kinglets, warblers, thrashers and a wide variety of other wild song birds. Easy to use, just twist to duplicate their calls and induce them to answer. Modeled on calls used successfully in Europe for centuries. Handmade of aluminum and birch. An ideal outdoor companion, it makes an unusual gift for young or old. \$1.50 ppd. Lura Bird Call, Dept. E-1, Box 711, Berkeley 1, California.



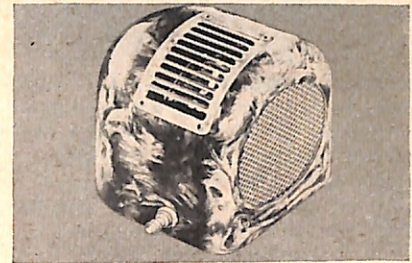
KILL FLIES, BUGS, FOR ONLY 7¢

15 units only \$1. T.V. Jr., the new miracle insect exterminator consists of a lindane-asbestos collar which slips onto any ordinary electric light bulb. Turn it on for 2 hours and lindane vapor penetrates into all corners—clears the house of flies, moths, roaches, etc., for weeks. Sold only in packages of 15 collars—a season's supply—with full directions for \$1 prepaid. Guaranteed or money refunded. Dealers inquiries invited.

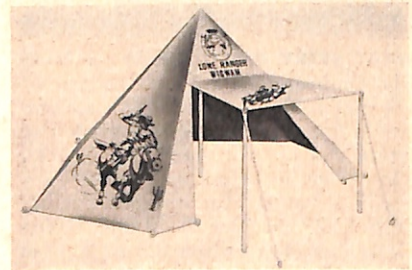
BATES DISTRIBUTORS

Dept. E, Box 301 South Pasadena, Calif.

ELKS FAMILY SHOPPER



THE AIR AROUND YOU is kept refreshingly cool yet not a paper is ruffled by the Personal Air Circulator. That's why it's so much better than a fan, especially on a desk. Takes less space than a telephone. All moving parts are enclosed so there's no danger to fingers. U. L. approved. 110 v. AC. In black, ivory or walnut. \$13.95 ppd. Irene Hayden, 60 E. 42nd St., Dept. EFS, New York, N. Y.



LONE RANGER & TONTO WIGWAM TENT will keep the small fry busy this summer. Of fine cotton canvas, it's 5 sided, 17' around, 58" high with 3' awning extension. Lone Ranger and Tonto in 4 bright colors against a sunny orange background, decorate all sides. Free Lone Ranger mask and Tonto headdress. \$6.95 ppd. Western Classics, Box 4035, Dept. ET, Tucson, Arizona.



THREE RING TOWEL HOLDER. See how neatly this decorative bathroom accessory holds three sizes of towels plus a wash cloth. You can attach it in a jiffy with screws to tile, wood or plaster. It's made of smart looking black wrought iron to go with any color scheme. From top down, rings are 4", 6" and 8" diam. \$2.00 ppd. Amy Abbott, EFS, 344 W. 52nd St., New York 19.



908 SQ. MM. COATED FRONT LENS

SHIPPED IN BEAUTIFUL HARDWOOD CABINET.

A giant powerful eye for hunters, sportsmen, boatowners. Rust and salt spray resistant. Calibrated spiral eyepiece for brilliant pinpoint focus. Wide angle fully coated objective lens. Made to our own specs. by a specially selected quality Japanese optical house. A \$40 value. 10-day money-back guar. 1/2 dep. on C.O.D. Calif. resid. add 3% state tax.

the AKRON

IMPROVED 20X TELESCOPE

\$9.95

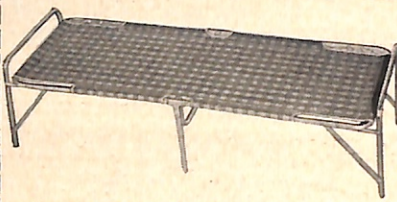
POSTPAID

FREE—44 Page Optics Catalog. Free on request or included with your order.



102 AKRON BLDG., 4379 SUNSET BLVD., LOS ANGELES 27, CALIF.

ALUMINUM FOLDING BED—for indoor and outdoor use!



Your whole family will be so delighted with this modern miracle of portable sleeping comfort. No storage problems; this ideal guest bed folds flat to a mere 3 1/2"x28"x36"—requires much less space than a bridge table... yet opens in one easy motion to a luxurious 72" long and 28" wide! Take it along on that motor trip—it fits in a corner of your car trunk. Sturdily constructed of deluxe high-polished aluminum, but ever so light; only 8 1/2 lbs. Multi-colored plaid SARAN plastic covers, weatherproof. NO MATTRESS NEEDED for comfortable sleeping.

Ask for list of other items. Send check or M.O. Shipped "FOR MOD." express collect. Sorry, no E.R.N. L.I.V. COD's. Money-back-guarantee "ING".

ONLY \$29.95

AVRA INDUSTRIES • P.O. Box 1064, Dept. "E" • Washington 13, D. C.

Here is a book every Elk should have

Here in the History of The Order of Elks is a volume that will be treasured by any Elk. You'll find it a fine gift to give to that candidate of yours because it is a complete history of the Order. It tells how the B. P. O. was established, it records the Order's accomplishments and tells why the Elks as a fraternal group continues to flourish and grow. It answers every question about Elksdom clearly, concisely. The offices of Elks Secretaries, libraries of Elks Lodges find it an invaluable reference source. As a historical document it would be a valued addition to the public library of your community. It is carefully documented and thoroughly authentic and thus is an important contribution to citizens and members of our Order who are interested to learn more about the B. P. O. E. Order your copy TODAY!



\$3.67

(incl. postage—ins.)

If you buy within N. Y. City limits add 11c for sales tax. Use the coupon TODAY.

THE ELKS MAGAZINE

50 East 42nd Street

New York 17, N. Y.

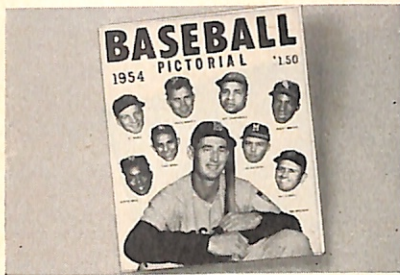
Enclosed is \$.....for which send me History of the Order of Elks.

Name.....

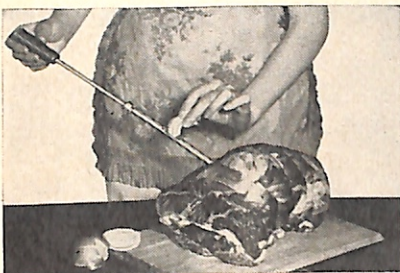
Address.....

City.....State.....

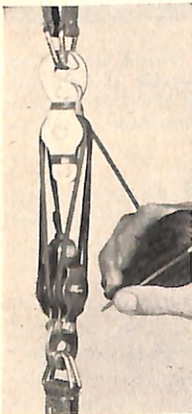
Sales completed within New York City limits carry 11c sales tax.



BASEBALL FANS—we're told this is the *only* 1954 book with the photos of every player in both Major leagues. Over 800 pictures in 100 pages, 8½ x 11. Cover in 2 colors. \$1.50 ppd. Included free are 8 x 10 pictures—suitable for framing—of National and American League All-Stars. Baseball Pictorial, Box 1704, Dept. E, Grand Central Sta., New York 17, N. Y.



WATCH YOUR GUESTS' FACES when they open a baked potato and find it buttered inside, or bite into a hot dog and find a core of relish *inside*. You'll perform dozens of feats like these with the Flavor Maker. It shoots fillings, seasonings, into food! Shining aluminum, teakwood handle. \$2.98 ppd. inc. instructions, nylon brush. Weld Co., 505 5th Av., Dept. E, New York 17, N. Y.



HANDY HOIST lifts 1,000 lbs., weighs only 22 oz. 7 to 1 mechanical advantage enables one man (or woman) to pull a car out of ditch; a farmer to lift heavy machinery; a hunter to hoist deer or elk. Has many uses for campers, boatmen, home owners. Kit includes 100' Nylon Cord, enough for

12' lift; 2 heavy Nylon slings with welded steel links; reel for cord, wire holder for blocks, canvas carrying case. \$12.50 ppd. M. & B. Sales Co., 8211 Cedar Springs Av., Dept. EFS, Dallas, Tex.

TIME SAVING IDEA:

Clip and file the pages of your *ELKS FAMILY SHOPPER*. They'll come in handy when you need gift ideas or just want to do some armchair shopping for interesting items.

The NEW way to enjoy SPORTS, Movies, Plays, Nature, Television

**GET CLOSE-UP VIEWS
... ALL DAY ...
WITHOUT FATIGUE**



**SAVE \$8.00
NOW
\$1.98**
F.T.I.

Here for the first time—Germany's famous **SPEKTOSCOPIES**—a revolutionary concept in binoculars. Wear them like ordinary eye glasses—hour after hour—without fatigue. Feather weight—only 1 oz. You'll hardly **FEEL** them! Yet here is a new, truly powerful optical design that gives you greater range than many expensive opera or field glasses and a far greater field of view than some selling for many times more! Has **INDIVIDUAL** eye focusing for clear, sharp viewing, whether you're looking at a play in the first row or a seashore scene miles away! **SPEKTOSCOPIES** are ideal for indoors, outdoors or distant scenes or close by viewing. Special low price—**\$1.98**, a saving of \$8.00 or more!

**TRY AT OUR RISK—
NO OBLIGATION!**

Enjoy at our risk for 5 days. You must be delighted! Otherwise your \$1.98 will be refunded with no questions asked! Limited supply forces us to place a limit of 2 per customer. Send check or m.o. for prompt, free delivery. COD's sent plus COD Fees. Use convenient coupon below!

**THORESEN'S, Dept. 103-F-90
352 Fourth Ave., New York 10, N. Y.**

**IMPORTED FROM
GERMANY**

Favorable Exchange Rate Makes This Value Possible

This is the first time that this type of optical instrument has ever sold for less than \$10.00. The favorable rate of exchange and Germany's need for dollars makes it possible. We have been chosen as the exclusive distributor for **SPEKTOSCOPIES** to the American public. Get yours now at our low, low introductory price of **1.98** tax & post paid!

**THORESEN'S, Dept. 103-F-90
352 Fourth Ave., New York 10, N. Y.**

RUSH SPEKTOSCOPIES at \$1.98 each (LIMIT—2) on a 5 day home trial. You are to refund my 1.98 if I am not fully delighted.

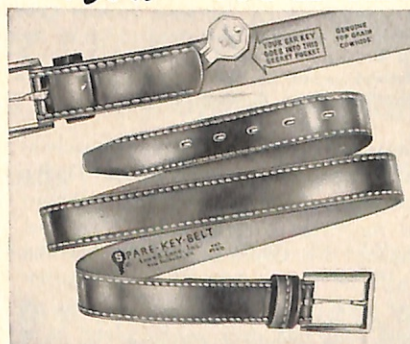
☐ Payment enclosed. Send post free. ☐ Send COD plus fees.

Name

Address

Town State

Now—YOU'LL NEVER LOCK YOURSELF OUT!



SPARE-KEY-BELT*

. . . a smart new idea for spare car or other keys! Invisible secret pocket stores an extra key (or extra money bill); prevents you from locking yourself out. You'll never have to break another car window! Belt is made of handrubbed, genuine, top grain cowhide (mahogany or suntan). Buckle has massive, modern lines. Sizes 30 to 42. A clever gift for Father's Day or any other occasion.

"The Cornwall" model

only **\$2.00** ppd.

*Pat. Pend.

Lane & Lane Dept. EL-6
INCORPORATED 481 Main Street, New Rochelle, New York

SPECIAL OFFER...\$3⁷⁵ Value for only \$1⁷⁰



EIGHT GLASSES AND PARTY BOOK

*Fascinate your guests
Serve famous Old South drinks in
these gay authentic glasses*

You get four "Confederate Highball" and four "Rebel on the Rocks" glasses decorated with crossed Confederate flags in full color. Famous Old South Party Book contains suggestions for games, food and drink. Glasses are genuine Libbey Safedge. Send check or money order for \$1.70.

SOUTHERN COMFORT CORPORATION, 103 SOUTHERN COMFORT BLDG., ST. LOUIS 3, MISSOURI

Fashion Show

for the

Ladies



HIGHLIGHT of a full program of events for ladies who attend the 1954 Grand Lodge Convention in Los Angeles, July 4-8, will be the California Fashion Cavalcade arranged by California Fashion Creators, whose 385 members have as their goal the further growth and expansion of the second largest fashion market in the world. The Convention Fashion shows are scheduled for Monday, July 5th, and there will be two showings—one at 10:00 p.m. and the second at 2:00 p.m. The shows will be held at the beautiful home of Los Angeles Lodge No. 99, host for the Convention.

Casual styles for informal pleasure in living will feature the California Fashion Cavalcade. In California, fashion ranks fifth in the state's manufacturing industries. California Fashion Creators in planning the show for ladies attending the Convention are making a special effort to demonstrate the reasons why style-minded California has gained its high position in the ladies' clothing field.

While the California Fashion Cavalcade is a feature of the 90th Convention, a comprehensive, outstanding program has been arranged under the direction of Past Grand Exalted Ruler L. A. Lewis and Robert S. Redington, President and Vice-President, respectively, of the Los Angeles Convention Committee. On Tuesday night, July 6th, at famed Hollywood Bowl the Cavalcade of Elksdom will be staged, with Nadine Conner of the Metropolitan Opera Company and Joseph Gandio as feature soloists. An Elk Chorus comprised of more than 100 voices, ac-

At the preview of the California Fashion Cavalcade to be presented at the Grand Lodge Convention in Los Angeles in July are, left to right: William Kent, Executive Director of California Fashion Creators; Walter Trask, P.E.R. of Los Angeles Lodge and Chairman of the Fashion Show and Entertainment Committee, and Past Grand Exalted Ruler L. A. Lewis, President of the Los Angeles Convention Committee.

companied by a large symphony orchestra, will depict the history of the Order in music and story. The pageant will consist of more than 40 scenes or episodes portraying the Order's history and the cast will be about 500. The Committee expects this to be the greatest event of its kind that has ever taken place at a Grand Lodge Convention. There will be no charge for this entertainment not to be missed by any Elk attending the Convention and, furthermore, the Convention Committee has arranged for transportation to and from the Bowl.

The following day, July 7th, is marked by a program to acquaint Elks and their ladies with the reasons why Los Angeles has merited her reputation as a city for visitors. For instance, a Beach Day entertainment will be held in Santa Monica. There also will be Harbor Day events at Los Angeles and Long Beach Harbors. There will be tours of Hollywood, with

stops at the homes of motion picture stars. For the sports minded, there will be horse racing at the famous Hollywood Park.

Although a full roundup of the Convention program appears on pages 20 and 21 of this issue, here are some brief points for pre-Convention review: Opening Public Session will be held in the air-conditioned Paramount Theater on July 4th, where the four morning Business Sessions also will be held. An extensive program by the State delegations has been planned. Ritualistic teams will meet in the ballroom of the Alexandria Hotel for judging. Drill team contests will be held in Lafayette Park and there will be bleachers available for spectators. There also will be contests for choral groups and bands. In sum, an Elk event that most certainly will be a high-mark in the Order's long and important list of Grand Lodge gatherings.



WHEN YOU KNOW YOUR BEER ...it's bound to be Bud

How about *you*? If you're looking for the best way to cool off, treat yourself to cold, golden Budweiser. Other things may be as *cold* . . . but only Budweiser gives you *that Budweiser taste*, so refreshing and delicious that it leads the world in popularity.

"We extend our best wishes for a successful convention to you the men of the Elks and to your ladies."

Enjoy
Budweiser®

Leads All Beers In Sales Today

... and Through The Years!

ANHEUSER-BUSCH, INC. ST. LOUIS • NEWARK • LOS ANGELES

OLD TIMERS IN ELKDOM

EVERY once in a while, we like to pay tribute to some of those Elks whose many years' devotion to the Order have been brought to our attention with a great deal of pride by their lodges—some with pictures, others with stories.

John Willenbrink, a Newport, Ky., Elk for over 40 years, served as its Tiler for over 26, and was recently made an Honorary Life Member. E. N. Musselman, 85-year-old Idaho Falls, Ida., Elk, has an Honorary Life Membership in the lodge he joined in 1909, after being affiliated with Ogden, Utah, Elksdom for six years. Initiated into Schenectady, N. Y., Lodge in 1920, 81-year-old P.E.R. Patrick J. Kirkwood edited its fine bulletin for 17 years, and last month, Frank J. McIntyre, a resident of Philadelphia, celebrated his 59th anniversary with Atlantic City, N. J., Lodge. Granville R. Lee, a Portland, Me., Elk since 1917, and an Honorary Life Member since 1946, is 98 years old, and Charles A. Winston, born in 1863, has been Springfield, Ohio, Tiler since his 1898 initiation.

Pottsville, Pa., Lodge's Frank J. Freiler was initiated 53 years ago. Later, business transferred him to Frackville where he organized an Elks lodge and was a Charter Member. In 1931 he rejoined Pottsville Lodge which he served as Treas. for a year, Tiler for five, and spent six years taking care of the House and Charity Committees' finances. Initiated into St. Charles, Mo., Lodge in 1914, J. Harry Dickbrader became a Charter Member of Washington, Mo., Lodge in 1929, received its first Honorary Life Membership in 1948. A P.E.R. and former Pres. of his State Assn., he is now 80 years old, and Waltham, Mass., Lodge's P.E.R. Timothy J. Sullivan, also a Charter Member, was 83 recently.

There are other veteran Elks we'd like to mention. One is St. Charles, Mo., Lodge's 79-year-old John Schulze who has just completed 44 years of continuous service as its Treasurer. Initiated in 1908, he was made an Honorary Life Member ten years ago.

During Col. G. J. Oden's 51-year membership he has "toured the world of Elkdom from West to East". Initiated into Sheridan, Wyo., Lodge in 1903, he sailed the Pacific in Army service and dimitted to Manila, P. I., Lodge in 1907. When he returned to this country via the Suez Canal in 1912, he transferred to Burlington, Vt., Lodge. Then, in 1936, when he retired from the Army, he dimitted to Los Angeles, Calif., Lodge of which he is a Life Member. Another long-time Elk living on the West Coast is 92-year-old Charles W. Weiside, active in Portland, Ore., Lodge since 1916.

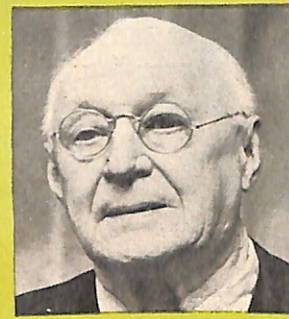
Milwaukee, Wis., Elkdom has six candidates for this column—William F. Schad, 83-year-old P.E.R., was initiated in 1894. A Past State Pres., he has been an Honorary Life Member since 1901, and was Grand Est. Leading Knight in 1915. Two 1898 initiates are Life Member Henry Danischefsky and John L. Bohn, former Mayor, and three other Life Members are Robert W. Kiewert, born in 1878, initiated in 1900, a year before Peter Kunz and Otto Busse, both octogenarians.



JOHN WILLENBRINK
Newport, Ky.



E. N. MUSSELMAN
Idaho Falls, Ida.



PATRICK J. KIRKWOOD
Schenectady, N. Y.



FRANK J. McINTYRE
Atlantic City, N. J.



GRANVILLE R. LEE
Portland, Me.



CHARLES A. WINSTON
Springfield, Ohio



FRANK J. FREILER
Pottsville, Pa.



J. HARRY DICKBRADER
Washington, Mo.



TIMOTHY J. SULLIVAN
Waltham, Mass.



Left: Tampa, Fla., Lodge honored former State Tiler Carl O. Gabbert, standing first row center, with the initiation of this class. Seated are Grand Est. Loyal Knight W. A. Wall, State Pres. V. O. Wehle and Secy. J. J. Fernandez, P.D.D.'s J. Alex Arnette and J. Frank Umstot, and E.R. J. C. James and his officers.

Below: P.E.R. Benjamin J Reiner, acting E.R. of Freeport, N. Y., Lodge, seated center, with lodge officers and Trustees, and the 52-man class initiated as the lodge year closed.



NEWS OF THE LODGES

EASTERN EDITION



E.R. Jesse Jewell, center foreground, with the other officers of Williamsport, Pa., Lodge and the 105-man class they initiated as a tribute to the lodge's three 50-year members. On hand were State Pres. Barney W. Wentz, D.D. John S. Buchanan and Past Pres. Charles V. Hogan.

Ground Broken for \$50,000 Home of Clifton Forge, Va., Lodge

Last January, Clifton Forge Lodge No. 1065 requested Grand Lodge sanction for the erection of a new home for which plans estimated an expenditure of over \$50,000. In February, the architect's plans on the two-story edifice were approved, and in March construction began. Officials of the lodge were on hand for the ground-breaking ceremony, with E.R. F. L. May, Trustees A. D. White, Chairman, and Harry Rooklin, Est. Lead. Knight E. W. Mays, Est. Loyal Knight A. G. Gochenour, contractor H. Phil

Burks and Pres. Aubrey Dean of the Retail Merchants' Assn. participating. The 30' by 60' building will have a partial basement, with lodge rooms on the second floor, and recreation rooms and men's and women's lounges dominating the ground floor area.

News of Fair Lawn, N. J., Elks

The final act of the Crippled Kiddies Committee of Fair Lawn Lodge No. 1863 in closing out its fiscal year of 1953-54 was a \$250 donation to the Cerebral Palsy Center at Ridgewood. The check was presented through three-year-old Byron Hill, who also received a specially con-

structed table and chair and a special pair of motion skis from the Fair Lawn Elks.

E.R. George Scognio reported that the committee had investigated 16 cases during the year, purchased corrective shoes, motion skis, an adjustable table and chair, a protective helmet and braces, and made a \$100 donation to the N.J. Parents Group for Retarded Children. A total of 42 treatments and 26 round trips by taxi to hospitals and clinics were paid for, with volunteer Elks making 27 similar trips.

N.Y. N.E. Dist. Meets at Saratoga Springs Lodge Home

One of the largest groups ever to attend a meeting in the home of Saratoga Springs Lodge No. 161 filled the building with delegates to the N.Y. N.E. Dist. Meeting in January. Representatives from all ten lodges of the area were on hand, taxing the capacity of the lodge room where an impressive initiatory ceremony was conducted by Mechanicville E.R. John L. Kopacz and officials of the other District lodges.

P.D.D. T. Emmett Ryan, former member of the Grand Lodge Committee on Lodge Activities, introduced the principal speaker, P.D.D. J. Raymond McGovern, State Comptroller and a member of New Rochelle Lodge. D.D. William A. Weinlein also addressed the meeting at which E.R. Wm. F. Carey presided.



Above: The first corps of officers of the new Keyser, W. Va., Lodge.

Right: On hand when the Elks of Lambertville, N. J., burned the mortgage on their home were E.R. L. F. Garzio, second from left, and P.E.R.'s Nicholas Gallicchio, Clifford Strouse, Charles Weiler, L. R. Wilgus, E. J. Sutterley, P. J. Faherty, Jr., Lorraine Winn and T. F. Kilroy.



Latrobe, Pa., Elks Observe Their Fiftieth Anniversary

One of the highlights of the Golden Jubilee of Latrobe Lodge No. 907 was the initiation of a class of 50 candidates by E.R. M. A. Shust and his officers. One of the initiates was Henry J. Mahady, National Commander of the Amvets, another was Bruno Holnailer whose

three sons have been affiliates of Latrobe Elksdom for over ten years. There were also seven candidates who represented two families—Harry Zeltner and his three sons, Roy, Harold and Claire, and three brothers, Clarence, William and David Steele.

Secy. Alex J. Gareis was General Chairman of the Anniversary Committee, assisted by a capable corps of ten mem-

bers who handled the interesting and varied events of the observance with efficiency and taste. The four-day program included a banquet, when Life Memberships and 50-year pins were presented to various Latrobe Elks and Past State Pres. F. J. Benson made the principal address; District Elks Night during which a top professional floor show was presented, and a Grand Ball.



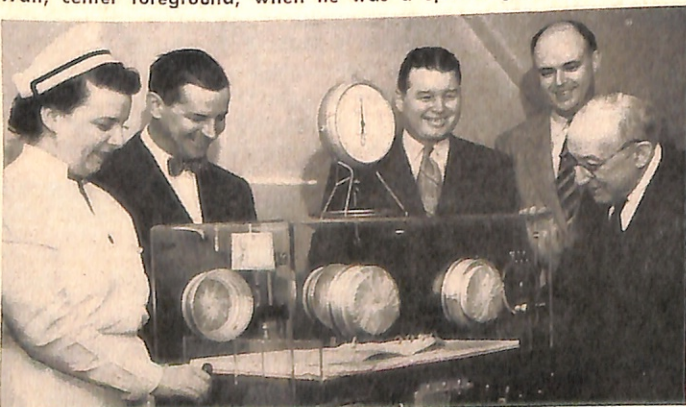
Haverhill, Mass., Lodge pays tribute to the community's auxiliary police. Seated fifth from left is E.R. A. D. Kochakian, with Rabbi A. I. Jacobson, principal speaker, third from left, the group's Chief, Elk F. W. Taillon, fourth from left, and other civic leaders.



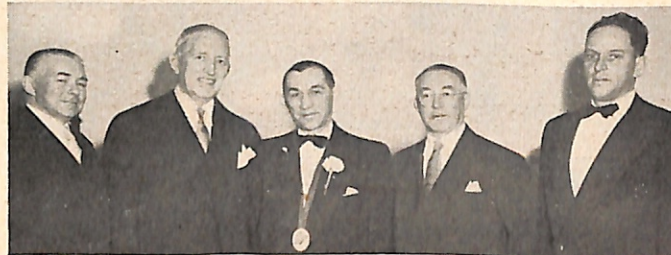
When Asbury Park, N. J., Lodge celebrated Old Timers Night tribute was paid to this group of Elks who were members for 30 years or more.



Live Oak, Fla., Elk officers, pictured with Grand Est. Loyal Knight W. A. Wall, center foreground, when he was a special guest of the lodge.



This isolator was presented to Newport Hospital by Newport, R. I., Lodge in honor of Dr. Michael H. Sullivan, right, 52-year member of the lodge who has been the Hospital's chief obstetrician for many years. With Dr. Sullivan are, left to right, Maternity Ward Supt. Miss Edna L. Wilson, Esteemed Leading Knight Roger L. Fontaine, Exalted Ruler Thomas J. Pendergast and the Newport Hospital Director, William K. Turner.



At the N. Y. N.E. Dist. Meeting at Saratoga Springs Lodge were, left to right: T. Emmett Ryan, former Grand Lodge Committeeman; P.D.D. J. Raymond McGovern, State Comptroller; E.R. John L. Kopacz of Mechanicville, D.D. Wm. A. Weinlein and host E.R. Wm. F. Carey.



Harrison Quinby, Chairman of Orlando, Fla., Lodge's Youth Committee, with a few of the 300 teen-agers at the lodge's Valentine Dance.



Sanford Lodge's 1954 Maine State Ritualistic Champions, with William H. Gaudet of Rumford who won the individual Est. Lect. Knight Trophy.



Bellows Falls, Vt., Lodge is sponsoring a new boxing program for youngsters of the community. Here are a few of the boys who participated in the bouts held on Old Timers and Charter Member Day. Also pictured are E.R. John Brown, Secy. James M. Tolaro, State Trustee; the project's Chairman Wm. J. Kratky, Esq. J. L. Barber and Ernest L. Simoneau who trains the young pugilists under Mr. Kratky's supervision.



Left: This photograph was taken on P.E.R.'s Night at Ogdensburg, N. Y., Lodge, when D.D. W. E. Hudson and State Vice-Pres. E. A. Burns saw a class of candidates initiated.



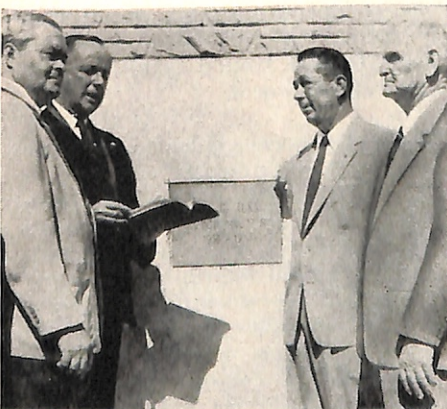
Above: Pictured at the gala Golden Jubilee celebration of Staten Island, N. Y., Lodge were, left to right: Jubilee Grand Ball Chairman Albert W. Blessin, P.E.R. J. Harry Tiernan, E.R. Thomas R. O'Brien and P.E.R. J. A. McKinney.



Below: Visiting dignitaries were photographed with the officers of Lansford, Pa., Lodge and the class they initiated for the lodges of the Northeast District of the State at a meeting which took place at the home of Shenandoah Lodge.



With the full cooperation of the Traffic Division of the city's Police Dept., Danville, Va., Lodge has adopted the "Signs of Life" Safety Program, originated by Rock Hill, S. C., Lodge. Launching the Danville project are, left to right: Capt. E. G. McCain of the Traffic Police; lodge Secy. L. A. Womack, Police Chief J. C. Garrett and E.R. George A. Myers, Jr.



State Pres. Victor O. Wehle, second from left, officiated at the laying of the cornerstone for the home of Miami Springs-Hialeah, Fla., Lodge, attended by 400 Elks. Others, left to right, are Trustee Bernard Duffy, E.R. Fred M. Walker and Trustee William Pittman, Building Committee Chairman. Past State Pres. Arthur C. O'Hea also participated in the ceremony.

Gov. Lodge Joins Naugatuck, Conn., Elk Tribute to Publisher Hennick

Over 200 persons heard Gov. John D. Lodge praise the contributions made to the community by Rudolph M. Hennick, guest of honor at a special Press Night ceremony conducted by Naugatuck Lodge No. 967. Mr. Hennick, publisher of the local *Daily News* and a member of No. 967, was the recipient of several awards and the subject of complimentary addresses delivered by a group of prominent citizens at the dinner at which E.R. R. E. Hughes made the welcoming address. Gov. Lodge, the principal speaker, had much to say in approbation of the work of the members of our press, and gave high praise to Naugatuck Elksdom for its interest in paying this tribute to our newspaper people.

The banquet, the third annual affair of the lodge, was attended by Rep. James T. Patterson, Warden Charles Clark, Mayors of neighboring communities and representatives of several Conn. newspapers.

Among the other speakers were D.D. Richard H. Lawlor, Chamber of Commerce Pres. Harold L. Free and members of the clergy. Edward J. Dooling and Joseph P. Donahue were General Co-Chairmen of the affair, while Lewis A. Dibble served as Reception Chairman.

Providence, R. I., Elks Aid Community

As one of the final official acts of his term as E.R. of Providence Lodge No. 14, G. Dana Manson enjoyed the privilege of making several worthwhile gifts to various organizations of the community.

The presentations were made at special ceremonies with representatives of the recipient groups on hand to accept the gifts, when Committee Chairman Jack Buckley received major credit for the success of the lodge's fund-raising campaigns which made the donations possible.

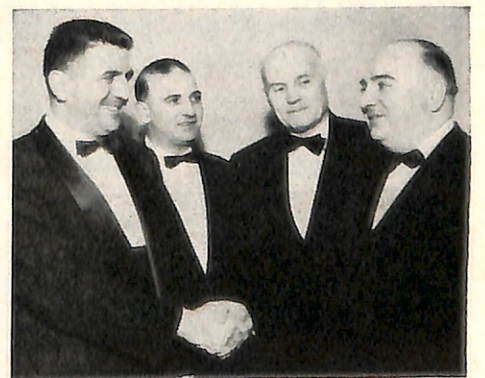
"The Meeting Street School" received the largest contribution, a \$5,000 check;

several years ago this organization for handicapped children was adopted by Providence Lodge as its pet project. The Carter Day Nursery was another beneficiary, receiving a \$1,000 check, and \$500 gifts were made to the R. I. Assn. for the Blind, St. Mary's Home for Children, the Naval Relief Organization and the Salvation Army. Father Walter Murtough received a desk and chair for his use in performing his duties as O. P. of Providence College.

Shenandoah Elks Hosts at Pa. N.E. Dist. Session

At a District meeting held at the home of Shenandoah Lodge No. 945, members of the "Bill Eden Class" were initiated by the efficient Ritualistic Team of Lansford Lodge No. 1337. Dist. Pres. James P. Tolan introduced several distinguished visitors, among them D.D. George B. French.

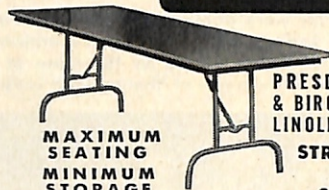
A highlight of the conclave occurred when the Grand Lodge Award was presented to the host lodge for its outstanding 1953 Flag Day Service. Accepted by the Service's Co-Chairmen, Ted Birtley and Mike McDevitt, the trophy was then turned over to E.R. John J. McGuire.



Photographed at Fair Lawn, N. J., Lodge's tribute to State Pres. Louis A. Spine were, left to right: E.R. Geo. J. Scognio; Est. Lead. Knight Alfred Zaino, P.E.R. Howard C. Yerger, Jr., and the guest of honor in whose name a class of candidates was initiated.

QUICKLY FOLD
OR UNFOLD
FOR
CHANGING
ROOM USES

Mitchell
FOLD-O-LEG
tables



TOPS OF
MASONITE
PRESWOOD • FIR
& BIRCH PLYWOOD •
LINOLEUM • PLASTICS

STRONG, RIGID
TUBULAR
STEEL LEGS

Send for folder with complete specifications.

MITCHELL MANUFACTURING CO.
2748 S. 34th St., Milwaukee 46, Wis., Dept. G



**SAVE on
CIGARS**

SEND NO MONEY

Favorite brands at sensa-
tional values! Clear Havanas,
others, ACT NOW! Write for
FREE price list, Dept. # 81G

H-F Cigar, 631 Newark Ave., Jersey City

EXCEPTIONAL OPPORTUNITY

For aggressive salesman between
ages of 30 and 60. Line with Na-
tional Distribution. Contacts include
Industrial Plants, Institutions,
Schools, and all types of business
establishments. More than 65% re-
peat business. Just one order daily
assures income of \$709.80 per
month. Advanced commissions
weekly with liberal yearly bonus.
P. O. Box 1956, Cleveland 6, Ohio.

GOLFSCOPE

"tells distance to Pin"

Save Strokes with GOLFSCOPE! Simply
sight thru hole to read distance to
"pin" for each approach shot. Also tells
which club to use. Pocket size—easy
to use. Durable aluminum in plastic case.

Order Today: GILLON PRODUCTS - BOX 409 - SAN MATEO, CALIF.

PUMP WATER FAST!

DRAIN WASH TUBS, CELLARS, CISTERNS
IRRIGATE—FILL TANKS—DRAW WELL WATER

Pumps 2800 GPH. 420 GPH at 75' High or 1600
GPH from 25' well. Sturdy, Rustproof Alloy Metal. Six
Blade Impeller. Uses any 1/8 to 1/2 H.P. Motor. Will
not leak or clog. Fits any garden hose. Immediate
Money Back Guarantee. Send Check, M.O., or C.O.D.

MOORE MANUFACTURING CO.
SWEDSBORO 25 NEW JERSEY

NEW HULL AUTO COMPASSES ARE EASIEST TO INSTALL

• Greater accuracy and a patented,
more positive means of compensat-
ing against magnetic interference
have long kept Hull Auto Compasses
first with America's motorists. Now,
choice of a new vacuum cup mount-
ing bracket with special adhesive, or
the original clamp type, gives great-
er-than-ever ease of installation.

Write for local dealer's name, free literature

HULL MFG. CO. P.O. Box 246, E.E.5
WARREN, OHIO

TRAVEL GUIDE

Summer rates, as much as 40 per cent below
winter prices, now are in effect on the is-
land of Jamaica. All hotels operate on the
American Plan, with excellent meals. All-
expense package tours, now available under
Pan-American's credit plan—travel now
and pay later. Make Jamaica an inexpen-
sive and ideal summer vacation land.

★ ★ ★

Incidentally, in connection with the above,
Pan American World Airways announced
that on May 1st their plan on installment

For Elks Who Travel

(Continued from page 29)

after. It is a folk festival of Scottish ways
presented at the only Gaelic college in
North America. Also at Antigonish, on
July 14th, you can see the Highland
Games as they are still performed across
the sea in Scotland, complete to the
throwing of the caber, which is something
akin to tossing around a telephone pole.

One other thought with which to leave
you, out of one giant land which be-
comes in summer a mammoth vacation
retreat, is the ever-popular circuit of the
Gaspé peninsula. The Gaspé, a neck of
land in the French-speaking province of
Quebec, is always likened to French Brit-
tany. And indeed, with its fishing villages,
its gnarled, wizened, Gallic characters,
there is a resemblance to be sure. At any
rate, you can see it all in four days

buying of air transportation goes into
effect. "The plan will bring international
air-travel within the reach of millions
who may now fly abroad without disturb-
ing their current savings."

★ ★ ★

At noon on March 5 a joint meeting of the
Elks, Lions, Rotary and Kiwanis was held
aboard the S.S. Ile de France while on a
Caribbean cruise. Some 32 members in-
cluding a guest—our own Miss Genevieve
(Continued on page 44)

Elks Magazine Travel Service

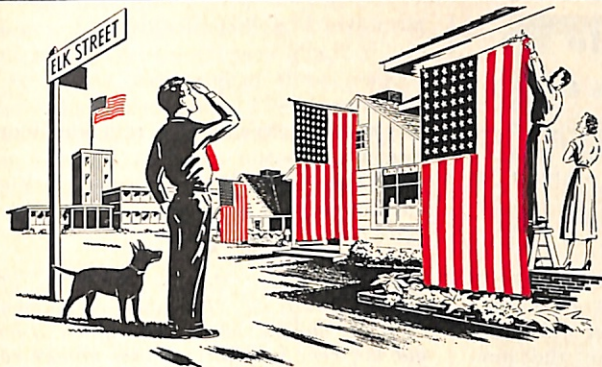
More and more readers of The Elks
Magazine are taking advantage of the
services offered by our Travel De-
partment. Last year travel inquiries
were 168 per cent greater than 1952.

We offer these "Get-Up-and-Go" peo-
ple a complete and accurate travel in-
formation service short of making
reservations and the actual purchase
of tickets. This service is gratis and
includes recommendations and rates
on rail, sea and air transportation
and for trips—business and pleasure
—of all kinds. For the motorist we
supply, with the cooperation of Sin-
clair, Texaco and other national oil
companies, marked route maps for
individual trips plus road and weath-
er conditions and general informa-
tion designed to make the trip more
pleasant and enjoyable. We have up-
to-date information on what to see,
where to stop for a night, a week or
a month, listings of special events
such as sports, theatre, pageants, fes-

tivals, etc., and current prices. We
are prepared to furnish rates for
hotels, motels, tours, cruises, camps
and resorts. We supply descriptive
literature (when available)—and not
alone for the United States but for
most of the world.

Much of this knowledge comes to us
from our own tourists who ask to
share their experiences with fellow-
travellers. They give us first hand
information on memorable events,
spots of special interest, good eating
places and recommend hotels, good
services and other conveniences and
accommodations which impressed
them. They also supply us with cur-
rent road conditions and many help-
ful hints—all available to our readers
for the asking.

Quite a few Elks Clubs have accom-
modations for travelers and welcome
the opportunity of helping you enjoy
your visit to their city.



ELKS FLAG DAY

JUNE 14th

SHOW YOUR COLORS

Grand Exalted Ruler Earl E. Jones and Your Grand Lodge Activities Committee urge every LODGE, every MEMBER and every CITIZEN to make June 14th a great day by reviving the Good Old Patriotic American Custom of "SHOWING YOUR COLORS" on FLAG DAY and other Patriotic Days.

Let 1,125,000 ELKS spread a thrilling RED, WHITE and BLUE - STAR SPANGLED RAINBOW OF BEAUTY AND COLOR ACROSS THE FRONT PORCHES OF AMERICA.

Customary Awards will be given for outstanding indoor and outdoor FLAG DAY Programs and Services... with SPECIAL AWARDS and Emphasis on Community-Wide "SHOW YOUR COLORS" promotions and campaigns.

Mail your FLAG DAY entries (campaigns, promotions, stories, pictures) to Edwin J. Alexander, 212 North Rogers, Olympia, Washington. (Air-Mail) immediately after June 14th for June 25th judging. (For details see Idea and Suggestion Sheet.)

REMEMBER . . . FLAG DAY IS ELKS DAY

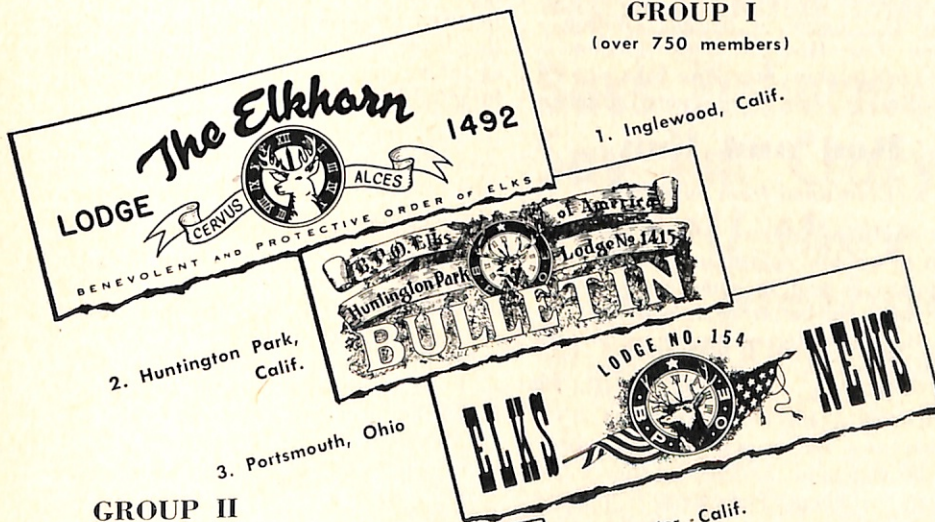
YOUR GRAND LODGE ACTIVITIES COMMITTEE URGES YOUR SUPPORT

A REMINDER
to display your
Flag and your
patriotism
before your
community and
the world in
special public
ceremonies on
June 14th—
and
**DON'T
FORGET**
to send a
full report
with pictures
and newspaper
clips, so that
your lodge's
observance may
be judged, to
E. J. Alexander
212 No. Rogers
Olympia, Wash.
by June 25th.

LODGE BULLETIN CONTEST WINNERS

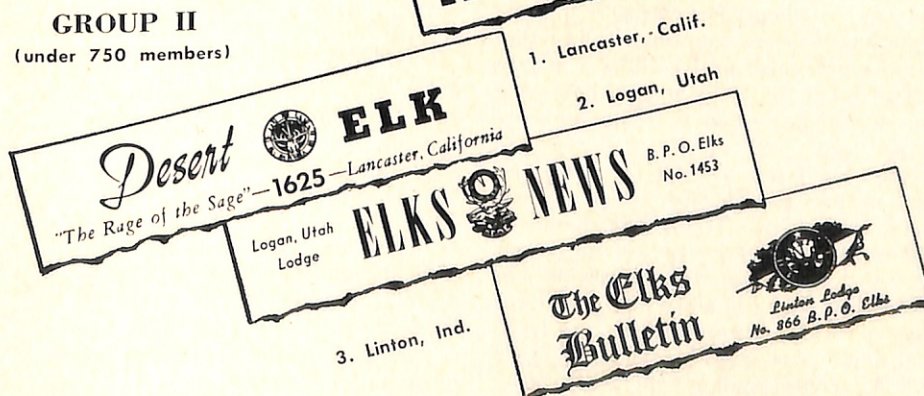
GROUP I

(over 750 members)



GROUP II

(under 750 members)



The Grand Lodge Committee on Lodge Activities received many outstanding entries in this contest and awarded Honorable Mention to these lodges, listed without relationship to their standing: Group I: Alhambra, Calif., Ballard (Seattle), Wash., Boise, Ida., Laramie, Wyo., Las Vegas, Nev., Salt Lake City, Utah, San Diego, Calif. Group II: Chicago (So.), Ill., Ferndale, Mich., Florence, Colo., Memphis, Tenn., Panama Canal Zone, C.Z., St. Paul, Minn., San Benito, Tex.

HOW YOUR CLUB CAN HELP THE NEGLECTED HARD-OF-HEARING

**...this can be your
MOST IMPORTANT project**

One of the largest groups of handicapped persons are those who suffer from impaired hearing. Many, however, are denied the help that is available simply due to lack of money. Yet no great fund-raising drive or nation-wide program of help is devoted to their benefit.

More and more local service clubs and fraternal groups recognize this fact, and now are helping hard-of-hearing men, women and children of limited financial means.

This great humanitarian work includes sponsoring group hearing tests, providing funds for medical assistance, and furnishing hearing aids when needed.

Your club, too, can help fight the "neglected handicap." Upon request Zenith will send a suggested 7-point program to guide your club, and a portfolio of helpful folders and booklets.

We also will send full information about Zenith's remarkable tubeless, 3-transistor "Royal-T", the hearing aid that operates for only 15 cents a month! Zenith's superbly engineered instruments, built of the finest materials available, sell for only \$125—remarkably low for 3-transistor hearing aids. (Bone conduction accessory at moderate extra cost.)

Your club's funds will go much further if you choose Zenith Hearing Aids for your rehabilitation project.

SEND TODAY for the suggested
7-point program for your club.

**REHABILITATION DEPARTMENT
ZENITH RADIO CORPORATION**

Hearing Aid Division, Dept. T-27,
5801 West Dickens Ave., Chicago 39, Ill.



By the Makers of World-Famous
Zenith TV and Radio Sets

Travelguide

(Continued from page 42)

Conover, Advertising Production Manager of *The Elks Magazine*, enjoyed a very pleasant cocktail hour or so.

★ ★ ★

Louis T. Burkenfeld of Hood River, Ore., reports upon his return from abroad. "The trip over on the beautiful *United States* and the return on the superb *Queen Mary* are two unforgettable experiences."

★ ★ ★

United Air Lines will conduct the Hawaiian post-convention jaunt of some 200 Elks. This tour arranged by the *Hawaii Elks* will include all points of interest in their beautiful islands.

★ ★ ★

Portugal tours are becoming increasingly popular. Reports indicate that even the big and new luxury hotels on the white sand beaches north of Lisbon offer a room, three meals a day and an ocean view for as little as \$6.25. The best meal in the land seldom runs above \$2.00, with wine included. For \$10.00 a day a vacationer can enjoy a real taste of the country.

★ ★ ★

Should you be driving on your vacation, things will be best if you plan to cover no more than 300 miles per day. So suggests the *American Automobile Association*. And it figures you can count on spending, for two persons, about \$9.00 per day on car

operating costs, \$8.00 on meals, \$8.00 on lodgings, \$2.00 on admissions and tolls. To be on the safe side, add 15 per cent for incidentals and emergencies.

★ ★ ★

Tourists reservations for ship passage to Europe were spoken for months ago; some agents suggest that you write now for such accommodations for the summer of 1955. On cabin and first class space the situation is tight, but waiting lists are not long. You can usually pick up a last minute cancellation—if you are willing to sit on the pier and trust to luck.

★ ★ ★

This summer for the 33rd consecutive year the *Inter-Tribal Indian Ceremonial* will be held at Gallup, New Mexico, on August 12-13-14 and 15. The Tom Toms beat the best pace for the dancers—some fast, some slow—the dancers pounding the earth with their feet chanting to their Gods, in ceremonies rooted in more than 2,000 years of history. Five hundred performers weave the ancient rights in superb beauty for the spectators of America's greatest authentic all-Indian spectacle. Every American should witness this interesting Indian pageant. It is a vital part of our land's heritage.

★ ★ ★

Leslie H. "Come to Britain" Wilson—Wilson Car Hire Services, London,—rents cars to many traveling Elks who go abroad every year. They report European

cars are less expensive to rent and more economical to run and that Wilson's operates the outstanding service for British and Continental touring.

★ ★ ★

Donald M. Watt (Marion, Ohio, No. 32) writes to tell us, "I highly recommend TWA to anyone who wants quick travel and the very best service that money can buy. I can't say enough about the courtesy extended to us by TWA."

★ ★ ★

When you visit England do not be disturbed if you need a haircut and can find only Men's Hairdressers. They are barbers. And incidentally, the Bath Chairman is not in charge of Baths. He propels wheel chairs on the boardwalks at seaside resorts.

★ ★ ★

Booking plane space to Europe is a bit easier than getting ship passage. And Hotel accommodations are still generally available—not always your first choice, but something comparable. Prices—here and there—are up a little. Dollars seem to go farthest in Austria, Spain and Portugal.

★ ★ ★

C. A. Bowsby (Waterloo, Iowa, No. 290) reports a great trip to Hawaii. "After fourteen glorious days we took the *Lurline* back to Frisco. They do a fine job of taking care of you on that boat—unforgettable."

Rod and Gun

(Continued from page 13)

one is also good in the North—has a bell muzzle. It's big in front, tapers down toward the rear and has a dished-in face. Most of the manufacturers make floating lures of this type in all sizes from 1/4- to 3/4-ounce. They should be fished in a series of sharp pulls. Make your cast, wait, jerk, wait again and jerk once more until the lure is fished in or a bass strikes. A sharp twitch of the rod with the slack all taken up will make one of these plugs throw up a little geyser of water, while more gentle pulls cause it to gurgle and plunk.

These three—the spinners, the darters and the plunkers—are the ones whose action depends on the angler. He can create a lot of commotion or a little depending on how he handles his rod and line. There is another type of top-water plug that makes its own action and needs but to be cast out and then reeled steadily in.

One of these has a curved plate across its chin. As the angler reels, this plug wobbles from side to side. It takes an erratic course, throws up little splashes, and gurgles as it goes along. Another has hinged wings on the sides. They fold back during the cast, but stick out at

right angles as the lure is reeled in, causing it to wobble, splash and sputter.

Sometimes and in some areas one of these lures is better than another. The next day, a different one may be preferred. I don't know why bass react this way, either. As Bill Schaadt said, I haven't asked any of them lately.

Once in a while, even though the bass may be watching the surface, they won't take any of them. Then there is a dirty, underhanded, contemptible trick that usually puts meat in the skillet. I hate to tell about it, but if it is used only as a measure of last resort it would probably be all right.

One day I peered over the bank and saw a three-pound bass lying in clear water about two feet deep, beside a clump of weeds. I backed off thirty feet so that I could cast without scaring him and began trying to make him hit. I tried three or four top-water plugs, both large and small first, and I gave them every action I could think of. He swirled once behind a small plunker.

Next, I reeled a variety of under-water lures past his hangout. Nothing doing. I slipped back and peered into the water again to see if he had left, but he was

still there. There's nothing I'd rather do than to outwit a fish that's hard to catch, so I went back to the job with doubled determination. The only trouble was, I was getting short of ideas.

My fly rod was in its case in the boat, so I set it up and tied on a bug and fished that over him. No soap. I tried two or three more bugs and fished them every way I could think of, and still he wouldn't strike. I tried a couple of bucktails. He refused them.

That stopped me. I peered through the brush once more to make sure he was still there and then I sat down to think it over. The only lure in which he'd shown any interest was the little plunker. He had swirled behind it, but he wouldn't strike. An idea came. Maybe the plunker attracted him. But maybe he was afraid of it. Perhaps if he saw something small darting along behind he would hit that. I quickly tied a bucktail to the tail hook of the plug with an 18-inch piece of nylon and made my cast.

That was it. Apparently he was watching the plug splashing its noisy way across the surface when he noticed the bucktail struggling along behind. So he said to himself, "Look at the half-witted

minnow following that plug. I better eat him before Trueblood gets him."

As I said, he weighed three pounds. Since that experience, I've revived the jaded appetite of more than one good bass in the same way. They don't smash the bucktail like they do the plug, but it is sometimes worth a try.

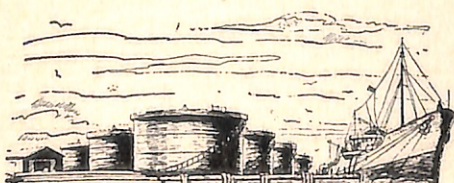
While it seems to be necessary to have various types and sizes of top-water plugs, I never have been able to prove that their color made any difference. Yellow, green, black, red and white seem to be equally good. Very likely the fish see them only in silhouette against the sky and can't distinguish their color, anyway.

Surface plugs can be fished on either spinning or bait-casting tackle, but I prefer the latter. There are two reasons. First, it takes a fairly stiff rod to give many surface lures their best action. A soft rod lacks the backbone necessary to make them work properly. Second, the best fishing usually is found around weeds, brush, lily pads and other cover in the water. One frequently has to cast close to it in order to make the fish hit. A strong line, which works well on a level-winding reel but not on a spinning reel, enables an angler to jerk his lure loose when he gets hung. It saves a lot of valuable fishing time.

MY FIRST southern bass fishing was done with the same light, six-foot rod and fast level-winding reel that I had been using in the North. This outfit, with the nine-pound-test line I had on it, was comparable to spinning tackle. It cast beautifully and, in my blissful ignorance, I was inclined to look down my nose at the short, stiff rods, bigger reels and twenty-pound-test lines of the local anglers. I soon discovered, however, that they knew what they were doing.

When one of my casts went wild and lit in the weeds, I had to row over and disengage the hooks. This not only took time; it scared any bass in the vicinity. When the local boys snagged, however, their lines were strong enough so that they could jerk their plugs loose and go right on fishing. Long casts were never necessary, so whatever advantage my light outfit had in that respect was lost. In addition, they got more strikes because their stiff rods imparted better action to their darting and plunking lures.

There are two seasons when top-water fishing is at its best, although the exact dates depend on the weather, altitude, and latitude. The first is when the bass move into shallow water in the spring. They'll be there, getting ready to spawn, when the water temperature is between 65 and 70 degrees. Of course, there is the



You can believe in **MAICO**
90% of America's precision hearing test instruments are Maico made.

NEW WAY TO CORRECT HEARING LOSS

**no cord on the body
no cord on the neck**

Enjoy Maico's remarkable new kind of hearing, made possible by this new kind of wearing. You hear sound more naturally, you know where sound is coming from. You enjoy a completely new clarity of sound.

Maico

Write for further information on Maico's completely new way of hearing.

Maico Dept. 26K

21 North 3rd St., Minneapolis, Minnesota

Name _____

Address _____

State _____

STREAMLINE YOUR ADDRESSING SYSTEM!



Save Time—Save Money! Why pay a premium to outside organizations for addressing mailings? Why use slow old-fashioned methods yourself? Addressing bulletins, statements, notices etc. is fast, easy and inexpensive with Master Addresser. Three models—priced from \$30.97 including supplies for 500 name list.

Write for complete information.

MASTER ADDRESSER COMPANY

6500 A West Lake Street • Minneapolis 16, Minn.

HOW TO CHOOSE A BRONZE PLAQUE

FREE 48-page book tells how—shows 200 original ideas for reasonably priced, solid bronze nameplates, awards, testimonials, honor rolls, memorials, markers.

Write for **FREE Brochure A**

For trophy, medal, cup ideas ask for Brochure B.



INTERNATIONAL BRONZE TABLET CO., INC.

DEPT. 40—150 WEST 22 ST., NEW YORK 11, N. Y.

Bass Fishermen will Say I'm Crazy . . . until they try my method!

But, after a 10 day trial, if you're at all like the few other men to whom I've told my secret, you'll guard it with your last breath.

Don't jump at conclusions. I'm not a manufacturer of any fancy new lure. I have no rods or lines to sell. I'm a lawyer and make a good living in my profession. But my all absorbing hobby is fishing. And, quite by accident, I've discovered how to go to waters that everyone else says are fished out and come in with a limit catch of the biggest bass you ever saw. The savage old bass that got so big, because they were "wise" to every ordinary way of fishing.

This METHOD is NOT spinning, trolling, casting, flyfishing, trot line fishing, set line fishing, hand line fishing, live bait fishing, jugging, netting, trapping or seining, and does not even faintly resemble any of these standard methods of fishing. No live bait or prepared bait is used. You can carry all of the equipment you need in one hand.

The whole secret can be learned in twenty minutes—twenty minutes of fascinating reading. All the extra equipment you need, you can buy locally at a cost of less than a dollar. Yet with it, you can come in after an hour or two of the greatest excitement of your life, with a stringer full. Not one or two miserable 12 or 14 inch oversized keepers—but five or six real beauties with real poundage behind them. The kind that don't need a word of explanation of the professional skill of the man who caught them. Absolutely legal, too—in every state.

This amazing method was developed by a little group of professional fishermen. Though they are public guides, they never divulge their secret to their patrons. They use it only when fishing for their own tables. No man on your waters has ever seen it, ever heard of it, or ever used it. And when you have given it the first trial, you will be as close mouthed as a man who has suddenly

discovered a gold mine. Because with this secret you can fish within a hundred feet of the best fishermen in the county and pull in ferocious big ones while he comes home empty handed. No special skill is required. The secret is just as deadly in the hands of a novice as in the hands of an old timer.

My secret will be disclosed only to a few men in each area—men who will give me their word of honor not to give the secret to anyone else.

Send me your name. Let me tell you how you can try out the secret method of bringing in big bass from your "fished out" waters. Let me tell you why I let you try my method for 10 days without risking a penny of your money on instructions or lures.

There is no charge for this information, now or at any other time. Just your name is all I need. But I guarantee that the information I send you will make you a complete skeptic—until once you try it. And then, your own catches will fill you with disbelief. Send your name, today. This will be fun.

ERIK J. FARE

317 S. Milwaukee Ave., Libertyville, Illinois

**Erik J. Fare, 317 S. Milwaukee Ave.
Libertyville, Illinois**

Dear Mr. Fare: Send me complete information without any charge and without the slightest obligation. Tell me how I can learn the secret method of catching big bass from "fished out" waters, even when the old timers are reporting, "No Luck."

Name _____

Address _____

City _____ Zone _____ State _____

matter of the local game law to be considered.

The other follows the heat of summer, when the shallows are becoming comfortably cool again. In the North, my best top-water fishing has been during the first week of June and again during the last week of September. In the South, I've had more sport in April and October.

Of course, you can catch bass on floating lures during the heat of summer, too. Sometimes they hit during the middle of the day, particularly if the sky is overcast, but more often late evening, night and early morning are better.

One morning I stopped my car beside a New York lake just as day was breaking. There was a faint streak of pink above the hills along the eastern skyline and vapors were rising from the water.

I tied on a small plunking type plug and cast it out into the semi-darkness of a little cove. I let it lie still for a minute, then took up the slack and raised my rod sharply. I heard the plug gurgle once. Then there was a sound like somebody had thrown in the parlor stove.

It was terrific. I felt as though 500 volts of electricity had come through the line. I jerked to set the hook—and I missed him!

I worked the plug on in and cast again and hooked a bass, a small one. I never did raise the big one again, but before the sun finally struck the water and they

PGER Emmett T. Anderson Presents Pin to Son



On April 7th, 1954, at Tacoma, Wash., Lodge's installation ceremonies, Past Grand Exalted Ruler Emmett T. Anderson, right, presented a Past Exalted Ruler's pin to his son Burritt whom he had installed as Exalted Ruler of their lodge on April 1, 1953.

quit hitting I did catch eleven. They ran from ten to 13 inches long and, of course, I missed a lot of strikes.

And I'll say this: Eleven small bass on a surface plug are the equivalent of

eleven big ones hooked on anything beneath the water. One big bass on a top-water plug is better than a dozen on sunken lures. I'm sure that every man who has caught them on top will agree.

Baseball's Hall of Fame

(Continued from page 8)

hour bus jaunt. Their opponents, the Cincinnati Redlegs, will face the same prospect.

And what's so important about an exhibition game somewhere in central New York State in mid-August? Didn't the Yankees and Dodgers play *nine times* last Spring even before the regular season started? Well, chances are next year that some of those Yankees who got four straight hits against Dodger pitching in the Spring won't remember whether the game was played in Miami, Vero Beach or St. Pete. But no Yankee, or Redleg, for that matter, who will have played in this tiny hamlet in an exhibition game in August, 1954 will forget it.

As long as he lives he will be linked to it with a golden thread of memory. Always he'll be able to say, "I was one of the fellows who played at Cooperstown the day they put Terry, Rabbit Maraville, Dickey, Chief Bender, Barrow and those other guys in the Hall of Fame."

Chances are 1000-to-1 that the fellow doing the reminiscing will ever be elected himself to the gallery of the game's immortals. Only if he is a player of outstanding talents can he even begin to hope for so much as a handful of votes in the annual balloting starting five years after he has ceased being active. Yet in that brief moment of an August noon, as nine new bronze plaques are unveiled, he will be aware he is part of baseball's

most solemn moment. And he'll never forget it.

Baseball's Hall of Fame is only one-fifth as old as the history of the pastime in this country. It was conceived as a promotional stunt to help celebrate the Centennial of Baseball in 1939. Less than two decades later it has now assumed the stature of a National shrine, a mecca to which people travel in always-increasing numbers each year, a pantheon in which the feats of 73 of the game's greatest figures are preserved for posterity, and a repository where the priceless memorabilia of the game is kept intact for future generations to gaze upon with that mingling of awe and exhilaration.

Yes, Baseball's Hall of Fame was a publicity stunt, all right. The man mainly responsible for the whole idea is the first to admit this. Ford C. Frick, now Commissioner of baseball, thought it up as a headline-grabber to help out the Centennial celebration.

Frick could easily be called the "spiritual father" of the Hall of Fame, just as Stephen C. Clark, wealthy Cooperstown industrialist and historian, could be described as its original "financial father." Clark's initial Hall of Fame role was that of paying out a fiver to purchase a beat-up old baseball found in a farm attic twenty-five years ago over in the adjoining hamlet of Fly Creek.

Would Clark buy the ball that was sup-

posed to have been used by Abner Doubleday in the "first game of baseball ever played?" Clark, a local traditionalist of tremendous enthusiasm, responded with alacrity. Shortly thereafter the ball, together with a few other baseball souvenirs, was put on display in the Village Club.

Rightly or wrongly, Cooperstown, N.Y., had been established by official edict of a national investigating committee thirty years earlier as the "birthplace" of the game. Therefore, ever since the decision had been handed down shortly after the turn of the century, baseball enthusiasm had been high in the community. But anyone who would have suggested that only seventeen years after Stephen Clark had bought that tired old ball that more than 100,000 people would travel from the four corners of the country to this rural retreat would have been—well, simply locked up.

The first group of strange faces showed up in Cooperstown, June 12, 1939. One was that of James A. Farley, a former semi-pro first baseman from down in Haverstraw, N.Y., and at that time probably the most powerful political figure, outside of the President, in the United States. Farley, who played an important role in the political destiny of Franklin D. Roosevelt, was there in his official capacity as Postmaster General. His job was to help sell a few stamps—three-cent

ones—on the first day of their issue. The stamp was the baseball commemorative, the occasion was the 100th anniversary of baseball, or at least the game's official version of the 100th anniversary.

ALSO PRESENT were the forbidding-
visaged then-Commissioner of baseball, Judge K. M. Landis, Will Harridge, American League president, and the man who was ultimately to succeed Judge Landis as baseball's No. 1 executive, Ford Frick, then president of the National League. That there was all this fuss, ribbon-snipping and commotion caused by a celebration of a centenary which has a basis nowhere in documentation is a tribute to Frick's sense of news values.

An old newspaperman himself, once, with a lot of unusual interests like stamp collecting and the study of history, Frick has recalled how the Hall of Fame idea started.

"Soon after Mr. Clark got the old Doubleday baseball the idea of a Baseball Museum up in Cooperstown got rolling," recalled Frick. "Then they started plans for the 100th anniversary. A fellow up there asked me to help him arrange a radio broadcast of the celebration. I suggested a Hall of Fame for a really big publicity splash and that was it. The writers balloted four times before the Hall of Fame opened and when it did there were a dozen men ready to go in."

The Hall of Fame idea, then is incontrovertibly Frick's, but why a Hall of Fame in the first place?

"That's easy," he explained. "I was always interested in history and I used to visit the Hall of Fame up at University Heights a lot (the Hall of Fame for Great Americans on the New York University campus) so it was natural for me to think of a Hall of Fame for baseball players. Besides, I remember that when I was writing baseball every time some one did something extraordinary we wrote that 'so-and-so entered baseball's mythical Hall of Fame.' So we changed it from 'mythical' to something real."

The Hall for baseball players has ten fewer occupants than the one which had first stirred Frick's imagination. And for whatever it is worth as a sociological yardstick, the names of the occupants of Baseball's pantheon come quicker to mind for most people than the occupants of the parent Hall of Fame, except of course for a few names like Washington, Lincoln, Jefferson, Grant and Lee.

It's tougher to get into the big Hall of Fame, though. You have to be dead at least 25 years to qualify. Ball players who were active between 1928 and 1948 are eligible for Cooperstown provided they've been retired from any field capacity (players, manager or coach) for at least five years.

For those who played or administered prior to 1928 there's a special Old Timer's Committee which meets every two years. Their next meeting is slated for 1955 and

their scope is large enough to take care of such situations as Casey Stengel's not being eligible despite his five straight World Series championships because he is still active.

Well, you've played some time between '28 and '48 in the big leagues (although there's no rule keeping out a fellow whose entire career has been in the minors). You haven't been connected in any field capacity since 1949. Now what?

Next January, members of the Baseball Writers Association of America of ten or more years standing will vote for ten men. After that the mathematical formula decided upon back in 1936 when the whole thing got started, takes over. It is this.

For election, a candidate must get at least seventy-five per cent of the number of ballots cast. Last January when Maranville, Terry and Dickey made it, 189 votes were necessary among the 252 ballots. Maranville, who had died a couple of weeks earlier, led with 209; Dickey was next with 202 and Terry, whose personality differences with the older writers during his tenure as New York Giants manager had kept him out long past his rightful time, just squeaked by with 197. Joe DiMaggio missed with 175.

Next year DiMaggio will be an odds-on favorite to make it, along with Ted Lyons, the former White Sox pitcher and perhaps the old Brooklyn hurler, Dazzy Vance. If no one makes it, though, don't be too surprised. There have been other years when no one got enough votes for election.

The fellow with the greatest number of votes, proportionately, in any Hall of Fame election? That's easy. He is Ty Cobb, generally accepted as the greatest player ever to don a uniform. In '36's first election five men who had played after 1900 got enough votes. Of the 226 ballots cast 222 carried the name of Cobb. The impressiveness of this feat is best emphasized by the other men who made it on that occasion and their totals—Babe Ruth, 215; Honus Wagner, 215; Christy Mathewson, 205; and Walter Johnson, 189. You can draw whatever conclusion you will from the fact the first pitcher didn't appear until the No. 4 slot.

HALL OF FAME elections are always a nation-wide signal for a flood of correspondence to descend upon newspaper offices, magazines, and radio stations. Letters range from a hastily-scrawled "How could you forget Joe?—you blankety-blank" to a carefully composed and documented missive citing chapter and verse why Sam Whitsis is infinitely more deserving than the new incumbents.

"What is this?" is the demand, "a Hall of Fame election or a popularity contest? Since when are .290 hitters or pitchers who win 150 games the best that baseball has produced? What are you doing with your bribe money?"

Since these letters are usually directed



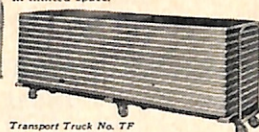
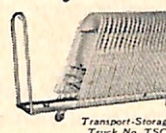
monroe
FOLDING
BANQUET
TABLES

Direct Prices
to Clubs,
Churches, Lodges,
Schools, Colleges,
Hotels and all
Institutions.



MONROE TRUCKS

For storing Folding Tables and Chairs the easy, modern way. Each truck handles either tables or chairs. Construction of Truck No. TSC permits storage in limited space.



WRITE FOR NEW
CATALOG, PRICES
AND DISCOUNTS

THE Monroe COMPANY
90 CHURCH STREET, COLFAX, IOWA

LAW...

STUDY AT HOME Legally trained men win higher positions and bigger success in business and public life. Greater opportunities now than ever before. **More Ability: More Prestige: More Money** step by step. You can train at home during spare time. Degree of LL.B. We furnish all text material, including 14-volume Law Library. Low cost, easy terms. Get our valuable 48-page "Law Training for Leadership" and "Evidence" books FREE. Send NOW.

LASALLE EXTENSION UNIVERSITY, 417 South Dearborn Street
A Correspondence Institution, Dept. 6328L, Chicago 5, Ill.



MORE FISH?

75¢
TRADE MARK
PAT. PEND. 1/3 SIZE
Money refunded
if not satisfied.

*Yankee Dandy—new lure for bass, steelhead, salmon, muskies, other game fish. Darts and wiggles like crippled minnow—may double your catch!

YANKEE SPORTS GOODS CO.
Dept. E6, P.O. Box 242 • Carmichael, Calif.
To June 30, 1954:—Mail only \$1 for TWO Yankee Dandies, postpaid.



POKER CHECKS

Famous Hub Checks, Non-Duplicate, Square Edge, Heaviest Game Check, Cut and Stack Accurately. Supplied in any color.

FREE CATALOG Expose: The Open Book, Sealed Book, Scientific Betting, Master Key System, How to Control Fair Dice, Runup System, Plastic Playing Cards for Club Use.

"The Old Reliable"

K. C. CARD Co., 826 S. Wabash, Chicago 5



Elks Club Tablets

Bronze Tablets made in sizes to meet your requirements. Over 25 years experience in bronze craftsmanship assures you of top quality at lowest cost. Write for FREE illustrated catalog.

RUSSELL HAMPTON CO.
303 W. Monroe St., Chicago 6

toward newspapermen who haven't met the ten-year balloting requirement and radio commentators who aren't eligible to vote in the first place, there's only one thing to do. You throw the letters away or bundle 'em up and send them along to Ford Frick to add to the mess which overflows his desk at that particular time of the year.

"We get more mail about the Hall of Fame," admitted Frick, "than on any other topic. That is to say people outside baseball are more moved to write me about Hall of Fame matters than on anything else. We respect their sincerity and I'm the first to admit that there's room for change both in the qualifications of the candidates and the men doing the voting."

Commissioner Frick didn't say so but Hall of Fame balloting to a good many writers is pretty much like picking an All-America football team. You get your backfield and ends all lined up nicely, and maybe a center, and then you ask your neighbor at the next typewriter, "Know any good guards or tackles?"

There have been men voting, or receiving ballots for voting anyway, who haven't been around a ball park for ten years. Yet the rules declare "ten-year men are eligible to vote." In the last election the rule specifically stated that players were eligible only if they played between 1928 and 1948. Yet, Ross Youngs, former Giant outfielder who died in 1927, got 34 votes alone. Duffy Lewis, the former Boston outfielder now traveling secretary of the Milwaukee Braves, and who finished up in 1921, got twenty votes.

Errors in dates by a year or two might be understandable although a voter is not too heavily taxed with having to name ten men and could easily check. But how about the votes that were cast last January for Dizzy Dean and Al Simmons already elected the PREVIOUS YEAR? And how about the more than 100 votes given Chief Bender, the former Athletics pitcher, in blithe disregard of the fact that he had been voted into the Hall by the Old Timers Committee the previous September?

THE METHOD of balloting probably could, and should, be modified, but which way? Tighten it up and it works a hardship on those whose turn is still to come. Loosen it and it's unfair to those who have already gained their niche.

Supposing, as the suggestion has been made from time to time, that a no-hit pitching performance would become your card of admission to Cooperstown. Sounds reasonable? Well that would have put in a man who started with the St. Louis Browns last year, pitched his no-hitter, and then wound up in the minors where he had no takers for the \$10,000 draft price, all in the same season.

How about the "perfect" game? There have been only a half-dozen hurled in the entire history of major-league ball

and the last was by the White Sox's Charley Robertson thirty years ago.

Put Robertson in the Hall of Fame? That would group him with hurlers like Cy Young who won 511 games, like Hoss Radbourne, who won 60 in a single season, like Lefty Grove, like Ed Walsh, like Hubbell. Robertson, in his brief major league career, never won more games than he lost in any single season.

Dizzy Dean's election in 1953 caused a lot of distress among the purists, grammatical and otherwise, who wanted to know what right a fellow who was on top as a pitcher only a half-dozen years at most and who had won only 150 games had in the same company as moundsmen like Grover Alexander, Three-Finger Brown, Plank, and the rest. "What is this," they complain, "is it voting for great ball players or for fellows who can tell funny stories on the radio? How many votes you think Diz would have gotten if he hadn't been broadcasting the last few years and hadn't been in circulation all over both leagues?" Quite a few, I suspect.

THE RULES say that players . . . "shall be chosen on the basis of playing ability, integrity, sportsmanship, character, their contribution to the team on which they played, and to baseball in general."

Nothing is said as to the proportions in which these characteristics may be mixed. Nor is anything written on how far ability can overshadow defects in other departments. It's a fair assumption, though, that playing ability has been, and will continue to be, the No. 1 requisite. As a beleaguered manager once remarked when he was being advised on how swiftly one

of his new men could go from first to second on a steal, "No one has figured out how to steal first base yet." Similarly, generosity, a mild manner, and a strong sense of fair play never showed up in a box score. Furthermore, it is debatable whether these qualities ever hastened a man's progress in a breakneck slide.

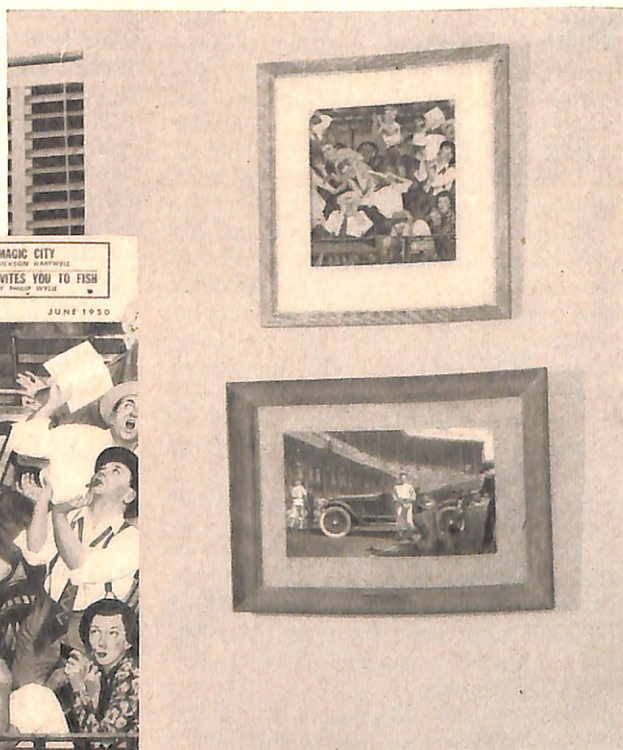
The fact that there was a baseball museum in Cooperstown even before the first group of baseball's immortals was installed in the Hall of Fame there comes as a surprise to most people. The Museum publicity hasn't matched that of the adjoining Hall of Fame. Vaguely they remember hearing something about Babe Ruth's stuff being on display, along with Cobb's accoutrements, and Stan Musial's shoes. A couple of seasons back there was a lot of publicity about Joe DiMaggio's No. 5 uniform being retired there after the Yankee Clipper finished up.

It comes as a pleasant shock, therefore, when a visitor, not intent on doing the place in a half-hour, comes upon the largest collection of baseball memorabilia in the world, plus the finest baseball library. The official name of the Cooperstown shrine is "The National Baseball Hall of Fame and Museum," and to many people the Museum is the most fascinating place of all.

There have been only three curators in the history of the establishment. The latest, Sid Keener, a long-time baseball reporter and sports editor originally out of St. Louis, has followed the policy of his predecessors with regard to gifts offered to the Museum.

"We accept everything," advised Keener, "we buy nothing. We accept the

June 1950 cover of *The Elks Magazine* and right as it appears on a wall in the Hall of Fame, to which the original of the cover was presented by this magazine.



owner's claim as to authenticity, and we give no guarantee that we'll have room to put it on display."

Keener sees his greatest number of visitors during July and August, the two big tourist months, but he's kept busy all year with his curator duties. If it isn't too far to travel he'll usually drive over to pick up some offered gift on the theory that it's the least baseball can do for someone who is parting with something infinitely precious to him. He has to decide what goes on display and what doesn't. He carries on a voluminous correspondence with people who want to know the answers to such questions as "When was the first double-header played?" "how long has it been four balls?" and "who created the term 'bull pen' and why?" And to keep him further occupied during the long winter evenings he has to do research on the material which will serve as the basis for the inscriptions on the Hall of Fame plaques.

This latter is a tough task. The earlier plaques said practically nothing. For instance, Babe Ruth's recites "Greatest drawing card in history of baseball. Holder of many home run and other batting records. Gathered 714 home runs in addition to fifteen in World Series." And that's all.

The newer ones give the writer-historian double that latitude but it's difficult to encompass a distinguished career in 320 units of letters and spaces. And there's always someone to ask later, "How come you left out the time he hit those three homers in one game?"

Keener maintains that current publicity always has a lot to do with what the public looks for among the exhibits. Last year the bat that Mickey Mantle used to hit a ball an estimated 579 feet in Washington and the ball itself was the focal point of heavy interest. And when anything new, like DiMaggio's uniform, or Cobb's sliding pads, are first put on display, they draw heavily.

"A good many people wonder what Cobb's sliding pads are. They're made of sheepskin and you don't see too many around today because hardly any players wear pads now. That's because they don't slide," said Keener.

"Cobb stole 96 bases one year. Do you know that the entire St. Louis ball club stole a total of 18 bases in 1953? And Cobb stole more in one year than the entire Brooklyn club stole last year. No wonder he needed sliding pads."

To see the Cobbian pads, the Ruthian crown, Stan Musial's shoes and silver bat, and the 73 plaques honoring the game's immortals there is a reasonable charge because the people behind the Hall of Fame feel that only if the shrine is self-supporting is there any guarantee of its being perpetuated after the present group of officers passes on.

Kids under six get in for nothing, there is a 15c charge up to 18 years and after that it's 75c. It's never come up but there'd be no charge for any living Hall

of Famer (there are 30 alive) if he wanted to come through. Keener hasn't seen any since he took over.

"We sell tickets just like at a ball park," he explained. "Everything is mechanical. Just press a button and as many as you want shoot out to the customer. It's probably the only museum in the world that sells tickets this way."

Cooperstown's founding fathers hardly ever thought their village would ever have a parking problem but it becomes a little congested on a big summer afternoon when there is a heavy influx of visitors. Cars bearing plates from the 48 states park all over the place, up and down Main Street, on Pioneer and on Fair.

The great majority of the Cooperstown visitors drive. Rail is a tough way to make it. By air the connecting bus ride would be even longer. A long time ago passenger rail service into Cooperstown was halted (there's weekly freight service) and the nearest railroad stop would be Fort Plain to the East on the main New York Central line.

Mohawk Airlines, an intra-state DC-3 operation, runs into both Binghamton to the South and Utica to the North. Most people have found it easiest to come into New York and then drive up through the Catskills direct to Cooperstown, a five-hour haul.

Actually, to an outsider not familiar with the grip baseball has on so many people, it would seem a little incredible that so many make this off-beat trek. After looking at a dozen plaques don't they all begin to look pretty much alike? And old uniforms somehow always look like something out of a rummage sale, even though they're sent out to be cleaned yearly.

A BAT is a bat and a ball is a ball, yet these same impedimenta represent something different in Cooperstown. To the youngster they represent a pinnacle, towering at a dizzy height, but attainable. To his older companion they represent something else . . . the recapturing of a brief golden moment when the world was a toy, or better still, when it was a scuffed or tape-covered ball to be swung at mightily and perchance to be knocked over the fence. And in those days, young man, if you broke a window there was no national publicity campaign standing behind you to make good on the cost of replacing it. You grabbed your cap, the fastest man grabbed the precious bat, and everyone ran.

You didn't know it at the time but with every step you took you were running away forever from something to which you could never return. You couldn't go back because there were other kids, younger than you, crowding behind, already getting their first feel of bat, ball and glove and experiencing the thrill of a thrown ball, a stinging catch, or a mad dash to a base, even as you had.

There's a priceless recording in Coop-

NEW MIRACLE TUBELESS HEARING AID REVEALED

- Costly B-Battery Eliminated
- All Battery Costs Slashed 80%
- Powered by Three Transistors
- Vacuum Tubes Banished Forever

FREE BOOK! Write today for authoritative illustrated book describing this new Atomic Age miracle invention, the Transistor, and what it means to the hard of hearing. No obligation whatsoever! A postcard will do.

Beltone HEARING AID CO.
2900 West 36th Street, Dept. 1856
Chicago 32, Illinois

33 years ago they told me:

**"YOU HAVE LESS
THAN A YEAR TO LIVE!"**

"MUST HAVE BEEN back in 1919 or '20. Hopeless case of diabetes. No known cure.

"BUT HERE I AM. They found a treatment—insulin—in time. Today, *nobody* has to die of diabetes.

"CANCER, I know, is a tougher problem. But the laboratories can lick that one, too—with our support. Already, they're curing people who would have been done for a few years ago. Last year—thanks to \$5,000,000 allocated by the American Cancer Society from our contributions—they found out a lot more . . . though there's still a long way to go.

"THEY NEED MONEY, though. \$5,000,000 is still less than 4 cents per American *per year*. Not enough to find the answer *fast* enough—230,000 Americans are going to die of cancer *this year*, they say.

"I'M NOT RICH, but I gave 'em \$50 last year—hope to do better this time. After all, where would I be if the laboratories working on diabetes, that time, hadn't been given enough support—?"

Cancer
MAN'S CRUELEST ENEMY
Strike back—Give
AMERICAN CANCER SOCIETY

NOW you can learn
SPANISH
AT HOME

by our proven RATIONAL System—the easiest way to learn quickly PRACTICAL Spanish, as pronounced and used in Latin America. Forget the grammar; it is like reading an absorbing story. Low tuition cost.

NORTH AMERICAN SCHOOL — HOLLYWOOD

SEND FOR FREE BOOK—NO OBLIGATION
North American School, Dept. E-1,
Box 27606, Hollywood 27, Calif.
Send me information on your famous Rational System
Name.....
Address.....
City..... State.....
Zone.....

erstown along with all of Babe Ruth's other mementos. It preserves his broken-voiced speech on the occasion of the Yankees' Silver Anniversary celebration of the opening of Yankee Stadium.

Ruth's No. 3 uniform was to be retired that day and was destined for Cooperstown. It hung on his wasted frame that afternoon. Dying of throat cancer, Ruth had only a few months to

live. It was to be his last appearance alive in Yankee Stadium, the edifice which he had contributed so much to building.

When it came time for him to speak he looked at the crowd of 50,000, the members of the Cleveland Indians and the Yankees, the two leading teams in the American League that season, and said huskily. . . .

. . . "It starts with the youth. . . It starts from way down at the bottom when you're six or seven years of age and you got to let it grow up with you. And if you're successful and try hard enough you're bound to come out on top just like these boys come to the top now. . ."

That's why there's a Hall of Fame, and that's why 150,000 people will go out of their way to visit it this year.

The Future Looks Good

(Continued from page 7)

jump from the 1953 population of 160 million.

To the businessman, this unprecedented growth translates itself into potential new customers. In an economy such as that of India and China, more people may mean only more poverty, but ours is a dynamic economy. Our vast productive plant has become geared to meeting the demands of a people accustomed to the highest living standards in the world. The addition of 40 million more people within a 21-year period opens a rich market for more automobiles, more homes, more electrical appliances—more, in short, of everything.

Every industry will feel the impact of that demand.

Benjamin F. Fairless, chairman of the board, United States Steel Corporation, for example, has stated that the steel industry must erect a new Fairless Works (the largest steel plant ever built at one time) every 17 months for the next 20 years if it is merely to keep the per capita consumption of steel at present levels. And it took the United States Steel Corporation 30 months to build the Fairless Works!

The electrical utilities industry has consistently doubled its capacity and output each decade for the past 75 years. To match the growth of our economy, that industry may have to step up even this phenomenal expansion rate in coming years.

Does this sound like recession? The contrary is true. The need today is for greater production, more factories, and more jobs.

Businessmen are paying far more attention to the population growth charts than to the shortsighted forecasts of the gloom merchants. The emphasis for the long pull is definitely on expansion.

General Motors has announced a billion dollar program for the purchase of additional equipment and erection of new plants. General Electric has expressed its confidence in the future with an equal investment. Nor have the announced expansion programs been confined to the larger firms. Across the length and breadth of the nation, industry is investing an estimated \$27.2 billions this year in expanding its productive capacity.

Industrialists must give a periodic hard cash account of their stewardship to stockholders. They cannot afford to spend sums in the amount of \$27.2 billions year

after year, as they have been doing, on vague enthusiasms. Every dollar expended for expansion by every firm, large or small, must be based upon a thoroughly analyzed research study of sales potential.

One of the factors which go into the making of a pessimist is a strongly held conviction that our economy has become saturated without hope of further sales potential. Such reasoning generally stems from a belief that an economy, like the human being, becomes "mature" and hence incapable of further growth.

The theory of the "mature economy" has produced a horde of wrong-guessers at every stage in our history. In 1904 some leading financiers warned that the automobile industry was facing a serious case of over-production by turning out 23,000 vehicles. By 1908, when the industry had stepped up its annual production to 65,000, a prominent investment house refused to finance the merger of two reli-

able car companies because they thought the market had been hopelessly saturated.

But the industry continued on its way, expanding and "over-producing". And the public continued to buy automobiles. In a single month of 1953, the industry turned out and sold more than ten times as many automobiles as it had in the entire "saturated" market of 1908.

Does the warning of a "saturated" automobile market sound familiar to the readers of today's newspapers?

As spectacular as has been our nation's population growth, the rise in living standards has been even more rapid. Measured by the increase of total production over the past years, the demands for our people have been truly insatiable.

In 1929, the nation's industrial and business plants turned out some \$172.5 billions in goods and services as measured in 1952 dollars. By 1952, the gross national product had jumped to \$348 bil-

Enroute to Brazil By Air



Past Grand Exalted Ruler Edward J. McCormick of Toledo, Ohio, President of the American Medical Association, and Dr. David Allman, Atlantic City, N. J., Lodge, member of the AMA Board of Trustees, addressed the International College of Surgeons meeting in Sao Paulo, Brazil, in April. They were accompanied by Mrs. McCormick and Mrs. Allman. The party returned via Lima, Peru, where Brothers McCormick and Allman spoke at a medical convention, with a stop-over at San Juan, P. R. Boarding the plane at Idlewild Airport left to right are Dr. Allman, Mrs. Allman, Mrs. McCormick and Dr. McCormick.

lion. At that rate of growth, again using the 1952 dollar as our measuring stick, we can expect a total output of some \$700 billions by 1975.

A gross national product of \$700 billions means that for every mechanism manufactured today, there will be the equivalent of two available within the next 21 years. For every electrical appliance in today's kitchen, two will then be on the store counter. Even with more people to clothe, house, and feed, our economy will be geared to satisfy the demands for a still higher standard of living than our nation enjoys today.

It is to supply the greater demands of tomorrow's \$700 billion economy that industry has been investing today's expansion program dollar. Each new plant created by each investment dollar has a specific consumer target at which the resultant product will be aimed. There is very little, if any, element of chance in the analysis of sales potential.

Marketing research, for example, points to a tremendous demand in the air-conditioning field. With air-conditioning sales already past the annual \$1 billion mark, the task of filling that demand has scarcely begun. Companies specializing in air-conditioning are preparing productive capacities for a \$5 billions market within the next ten years.

In 1952 some 15,000 air-conditioned homes were constructed. Last year sales in this market more than tripled. By 1958 it is expected that half of all the new homes constructed in this country will be completely air-conditioned with central system equipment. Within a decade such systems should become as standard a feature as central heating is today. And there are 25 million homes today with central heating systems!

A similar pattern of unfilled needs and sales planning can be related for other industries. The chemical industry expects to double its output by 1961 with something like half of all synthetic organic chemicals being made from oil or natural gas. The U. S. Rubber Company is predicated its expansion plans on a 30 per cent increase in rubber consumption within a ten-year period.

The demand for existing products cannot alone account for the past growth of our nation's productive capacity. America's present standards are also due to the ability displayed by business in creating new products which further stimulate consumer appetites.

The chemical industry's phenomenal growth has resulted largely from new products known only to the research technician twenty five years ago. Television was still a curiosity when World War II ended. Today more than 25 million sets have been sold and in cities such as Boston and Chicago there are already more television sets in use than there are home telephones or bathtubs.

For all the gloom merchant's talk of "over-production", industry is continuing to pour billions of dollars each year into

research. The rate of new products being introduced on the commercial market is steadily increasing. Every ten minutes somebody is thinking up a new product or improvement for which a patent is issued. By 1975 there will be vast industries turning out new products, now on the drawing boards or in test tubes, which will be as strange and wonderful to tomorrow's shopper as television was to the pre-World War II consumer.

In fact, throughout history, we have tended to be too conservative in our appraisal of the future. When we read the predictions of authors made a century ago, we generally find that the "gadgets" dismissed by their contemporaries as wild flights of fancy are today's commonplace equipment. But the most exciting new product or the outpouring of vast quantities of established goods can mean relatively little unless there is money burning to be spent in the consumer's purse.

Here again an examination of past trends demonstrates that per capita earnings have continued to grow, more than keeping pace with the nation's productivity increase. In 1929, real income per capita (as measured in 1952 dollars) amounted to \$1,120. By 1952 the per capita income had risen to \$1,860. Projecting these trends to 1975, economists for the National Association of Manufacturers have estimated that per capita earnings may reach \$3,200.

STILL ANOTHER question mark in seeking to gauge the extent of our economy's future growth must rest in the availability of jobs. Our population growth is adding a million new workers each year to our total labor force. By 1975 we will have a working force of 88.6 million as compared to the 66 million of 1952.


Will there be enough jobs in 1975?

On an average, it takes an investment of \$12,000 in plant facilities, equipment, and other assets to create a single new job. If industry then is to provide enough new jobs for a 1975 labor force of 88.6 million, it must invest \$265 billion in plant expansion.

These needed billions will not be forthcoming unless we can more firmly establish a tax system that will permit a greater flow of corporate and individual income into necessary business expansion. In addition to the damage that the pessimist does by instilling fear in the consumer, he equally jeopardizes our prospects for future prosperity when he stimulates a demand for futile pump-priming gestures through resort to greater government taxing and spending.

No government can spend a nation out of a depression. Wherever government has become increasingly involved in a country's economy, that country has inevitably proceeded from crisis to crisis without a solution for the problems which initially touched off the march to Statism.

The success of our nation's economy has been primarily due to the freedom



"PLAY BRIDGE?"
I NEVER THOUGHT I'D BE ASKED AGAIN. BUT AFTER MY FIRST FEW LESSONS BY MAIL FROM CHARLES GOREN... I'M THE MOST SOUGHT-AFTER PLAYER IN MY SET!"
WHY DON'T YOU
 Send for the Goren School Brochure?
3 COURSES AVAILABLE:
 Elementary—Intermediate—Advanced
 Written tests with each lesson are graded and criticized by Mr. Goren personally. 10 lessons cost only \$16... and you can pay as you learn!
Send today for Brochure and FREE Analysis Chart of your game—no obligation
CHARLES H. GOREN
 Correspondence School of Bridge, Inc.
 P.O. Box 539, Dept. B, Miami Beach 39, Fla.

60 POWER TELESCOPE \$3.95
VARIABLE EYEPIECE 20x40x60—BRASS BOUND NEW! Three telescopes in one. 3 different magnifications. 20 power for ultra-bright images with 40 and 60 power for extra long range. Guaranteed to bring distant objects, people, sports events, ships, moon, stars, etc. 60 times as close.
 Most powerful for anywhere near the money. 5 Sections. Closes to 1 ft. long. Contains 4 ground and polished lenses. Also used as a powerful compound microscope. Directions included. Mass production enables us to offer this instrument at amazing price of \$3.95 complete. Money back guarantee. We pay postage. Get yours now.
CRITERION CO.
 DEPT. EMB 10
 331 CHURCH ST.
 HARTFORD 1, CONN.

ACCOUNTANT
BECOME AN EXPERT
 Executive Accountants and C. P. A.'s earn \$4,000 to \$10,000 a year. Thousands of firms need them. We train you thoroughly at home in spare time for C. P. A.'s examinations or executive accounting positions. Previous experience unnecessary. Personal training under supervision of staff of C. P. A.'s. Placement counsel and help. Write for free book, "Accountancy, the Profession That Pays."
LASALLE Extension University, 417 So. Dearborn St.
A Correspondence Institution Dept. 6328H, Chicago 5, Ill.

314 STAMPS-25¢
 including GOYA NUDE plus FREE Stamp Collecting Book
 Spain's most sensational stamp included in this imported collection of 314 different, unusual stamps from dozens of hard-to-get countries! Also included, FREE — fascinating "Midget Encyclopedia of Stamps." Regular \$3.00 value—yet ALL yours for only 25¢ with Bargain Approvals. Send 25¢ today. Ask for Lot FR-12
ZENITH CO., 81 Willoughby St., Brooklyn 1, N. Y.

\$6.95
DRAINS cellars, cisterns, wash tubs;
IRRIGATES - CIRCULATES - SPRAYS
 Original "Type P" Pump has 2400 GPH capacity. 3/8" GPH 75" high or 1500 GPH from 25' well. Use 1/6 to 3/4 HP motor. Motor coupling included. 1" inlet; 3/4" outlet. DOES NOT CLOG! RUSTPROOF.
Only \$6.95 Postpaid if cash with order.
 (West of Miss. add 50¢) Money Back Guarantee
 Centrifugal and Gear Pumps in all sizes.
LABAWCO PUMPS
 BELLE MEAD 58, N. J.

GENUINE BRONZE TABLETS FOR LESS!
 Our vast plant devoted exclusively to bronze tablet work gives you unsurpassed quality at lowest prices.
 Fast mail service—Free sketches
 Write for big **FREE** illustrated Catalog
 Honor Rolls — Awards
 Testimonials — Memorials
 "Bronze Tablet Headquarters"
United States Bronze Sign Co., Inc., 570 Broadway, Dept. E, New York 12, N. Y.

afforded each and every individual to seek those material gains made possible by his own talents and efforts. We have become a nation of 160 million people, each in his own way trying to make a better home and a better life for himself and his family.

In the process each of us has earned more real wages. We have turned out more products, purchased more goods and services than have our predecessors. Collectively our nation has grown from a pioneer's wilderness into a powerful world colossus. Furthermore, in spite of our collective power and our individual self-interests, we have afforded our citizens a greater and greater measure of personal liberty.

It has been popular over the span of our national existence for some politicians to gain public notice by decrying "big business". They have warned repeatedly that "big business" was fast

closing opportunities to present and future generations.

Yet small business firms have continued to multiply and prosper. Many of the so-called "big business" organizations in the recent past have withered and newcomers, started by the very generations for whom the politicians wept, have become the successful corporations of today.

The gloom merchant is preaching today that productive facilities are so over-expanded, business opportunity is no longer available. However, by 1975 another 850,000 business firms will have been founded and will be operating.

America's material rewards have traditionally gone to the visionary, the man who based his work and plans on the greater tomorrow. The railroad executive who pushed his rail line into empty plains and forests soon saw towns and factories mushrooming along the tracks, turning his "daydreams" into profitable invest-

ment. The same America of opportunity awaits today's youngster.

Even though our economy has proved to be a dynamic one, its past course has never been one of steady climb. There have always been peaks and valleys, moments of pause and then a resumption of the upward surge.

The termination of war and resumption of peace—however uneasy a peace—have usually brought a momentary slackening as industry underwent a period of adjustment.

We are now undergoing such a period. While businessmen must be alert to current market conditions, they must also maintain a longer range perspective. For myself, viewing the long range potentials beyond this temporary valley, I have no hesitancy in saying our nation's economic future looks good to me. I have no fears for what may lie ahead for our children or even our children's children.

Knight of the Plains

(Continued from page 16)

Mississippi country on horseback. The fact that these explorers rode stallions almost exclusively is evidence enough that the mustangs,* as legend has it, did not originate from animals lost on the expeditions. There is other evidence if it were required.

In settling outposts, the Spaniards often lost horses—of both sexes. There were no fences, and horses belonging to settlers strayed off. The Spaniards traded some horses to the Indians. The Indians stole far more. They stole also from each other. Horses became their primary form of property, and, like other owners on the open range, they lost horses. The lost and the strayed bred, and by the close of the 18th Century, bands of the feral increase were grazing from the Columbia River basin in the far Northwest to Sabine Pass, which separates Texas from Louisiana against the Gulf of Mexico.

They were never anything like so numerous as the buffaloes, or deer and antelopes, but in beauty, vitality and appeal to human imagination, they dominated all other forms of wild life. Although they took to very rough country and learned to hide themselves in brush and woods, they were by nature prairie animals, depending on sight, smell and speed for security. Their greatest concentration was in southwestern Texas, between San Antonio and the Rio Grande and then eastward along the coastal plains.

When General Taylor's army broke camp at the mouth of the Nueces River on the Texas coast in March, 1846, to begin the Mexican War, Lieutenant U. S. Grant was in the command. He rode a

freshly captured mustang that had cost \$3.00.

"A few days out from Corpus Christi," he wrote long afterwards in his *Memoirs*, "the immense herd of wild horses that ranged at that time between the Nueces and the Rio Grande was seen directly in advance of the head of the column and but a few miles off. It was the very band from which the horse I was riding had been captured but a few weeks before. The column halted for a rest, and a number of officers, myself among them, rode out two or three miles to the right to see the extent of the herd. The country was a rolling prairie, and, from the higher ground, the vision was obstructed only by the earth's curvature. As far as the eye could reach to our right, the herd extended. To the left, it extended equally. There was no estimating the animals in it; I have no idea that they could all have been corralled in the State of Rhode Island, or Delaware, at one time. If they had been, they would have been so thick that the pasturage would have given out the first day. People who saw the Southern herd of buffalo, fifteen or twenty years ago, can appreciate the size of the Texas band of wild horses in 1846."

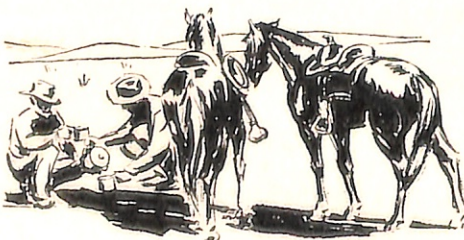
In October of that year another traveler over the prairies between Corpus Christi and the Rio Grande estimated one aggregation of mustangs at 5,000 head, though his companions put the number at 7,000. "On our approach,"

he recorded, "the stragglers and sentinels on flanks and outposts retreated to the main body, which, almost as if by magic formed on a high piece of ground, with all the precision and regularity of a well-trained troop of cavalry. Each band was headed by its own leader." Between itself and the bands on the right and on the left of it, each "preserved an open space about equal to that occupied. This was, in Mexican phrase, their 'wheeling distance.' When we approached within four hundred yards, the signal of 'Bout face' and off was given. . . . For three miles they were in full view, tossing their proud necks and flowing manes into the air and coursing with the speed of the wind."

In 1847, Thomas A. Dwyer, weary of practicing law in London and Dublin but still delighting in Horace and Byron, established a horse ranch on the lower Nueces River. He bought native mares on the Rio Grande and crossed them with blooded jacks and stallions. Setting down some of his recollections a quarter of a century later, he said:

"I well remember when I first came to Texas seeing thousands and tens of thousands of wild horses running in immense herds all over the western country, as far as the eye or telescope could sweep the horizon. The whole country seemed to be running! While traveling through it, I have had my gentle pack mules cut off by mustangs circling and circling around us and gradually closing in until, by a rush, they darted away with them. . . .

"Time and again I have had to send out my best mounted men to scare away the immense masses of mustangs (charging around and threatening to rush over us), by yelling and firing at them. Then the mustangs would wheel and go thundering away as Byron grandly describes the hundred thousand wild Ukraine



* From the Spanish word *mesteño*—belonging to the graziers, strayed, wild. The small, hardy, half-wild horse of Texas, New Mexico, etc.—Webster.

horses in Mazeppa... The supplies of wild cattle and horses then seemed so abundant as to be inexhaustible."

In December, 1852, John R. Bartlett, Commissioner on the United States and Mexican Boundary Survey, was proceeding with a wagon train from the Rio Grande to Corpus Christi. As he gazed one day across the trackless grass, "the prairie near the horizon seemed to be moving, with long undulations, like the waves of the ocean." A telescope revealed "the whole prairie towards the horizon alive with mustangs." Before long they were nearing the wagons, the herd "extending as far as the eye could reach." The great stream of wild runners stampeded some of the mules. The wagons had to be placed in corral formation and the wheels locked; the men even thought it necessary to fire at the "avalanche of wild animals sweeping like a tornado" in order to deflect it.

THE COLUMBIA RIVER basin held many wild horses. About 1816, in the region dominated by the Nez Percé Indians, Ross Cox estimated "from seven hundred to a thousand" in one band. Some of his fellow-explorers reported bands of from 3,000 to 4,000 head in the Snake Indian country; one of 200 head verified by Cox sounds more realistic. They were more numerous along the Arkansas River; large numbers ranged on other areas of the plains and up from the coastal prairies of eastern Texas; but nowhere else in North America were there the multitudes that gave their name to Mustang Desert between the drainages of the Nueces and the Rio Grande.

The coming together of many bands was only occasional. Perhaps fright, by man, wolf or panther, converged the runners oftener than any other cause. As late as 1881, in a great brush-rimmed prairie between the Nueces and Frio rivers, John Young sat on his horse and watched "fully a thousand mustangs" running together from many directions ahead of a big roundup of cattle. "When they left the plain where they had gathered, they all left at once in one direction. The rumble from their running was deafening and they fairly shook the earth. A stampede of five times as many cattle could not have caused such disturbance."

Sheer animation, contagious curiosity, some special urge of the herd instinct, and other factors no doubt drew running bands together. Whether the bands maintained their identity during a run or disintegrated in mass flight, after a run was over, they separated for normal pastoral life. Every stallion commander knew his own, and each could be seen cutting out of the general herd what belonged to him.

The normal mustang unit was a varying number of mares, with their young, under the command of a stallion. In the Southwest this unit was—and is—called *manada*. The term is more precise than

band, for band means any number of any kind of horses. On horse ranches in "the Spanish country"—notably in California and Texas—before barbed wire enclosed pastures, a domesticated stallion was put with about twenty-five mares, and then a vaquero, or cowboy, herded them for several days, penning them at night, until the unit was well cohered. After that it was turned out on the open range. The stallion could be depended upon to keep his *manada* together.

The mustang stallion was both polygamous and constant. Guarding his mares the year round against all enemies and keeping them for himself against all other stallions made him fiercely possessive and domineering. When colts were a year or so old, he generally cut them out of his *manada*, males and females alike. Thus, inbreeding was the exception rather than the rule.


Only at foaling time did the mares drop out to be alone, often for hardly a day, until their colts grew strong enough to run. The identity of the *manada* endured as long as the vigor of its master endured. Depending upon his vigor and aggressiveness, it might number anywhere from three to fifty. Perhaps, as old tales tell, a rare master-stallion now and then assembled a hundred or more mares. A band of thirty was considered extra large; one of from fifteen to twenty was usual, but bands of a half dozen or so were common. The number fluctuated, for the stallions were constant contenders with each other for mares, the old giving way to the young, the young dividing up their inheritance, not because they wanted to but because they were powerless to maintain monopolies.

Since colts are born about equally male and female, many stallions could have no harems, not even a single mare. The outcasts kept company with each other to an extent but formed no cohesive unit. They came together like buck deer when they are not bucking, in twos, threes, and other small numbers, though as many as seventy-five in a bunch were reported. Pursuit of a group would scatter them, whereas a *manada* ran as a unit to either freedom or captivity. The mareless stallions were of three classes: the immature, the declining, and the mediocre who had never tasted and would never taste power.

VIRTUALLY all stallions were wanting mares. Even the impotent, wanted them for company. Few stallions with mares had so many that they did not desire more. Every herd-stallion had to combat constantly against other leaders as well as against the outcasts.

Immediately before an engagement, the stallions, tails straight out or raised to an angle of about forty-five degrees, would prance, rush back and forth, nicker and whistle with a shrillness that could be heard a mile away. The combatants met each other walking on hind legs, striking with forefeet, ears laid

TRY MONTA MOWER
on Your Own Lawn
on Approval!
9 1/2 LBS.



TRIMS AS IT MOWS!
SPECIAL TRIAL OFFER

Save time and labor! Actually "Two-Tools-In-One", the versatile MontaMower is an amazing work saver! Try it on your own lawn, on our Special On Approval Trial Offer! Its live, precision mechanism first gathers, then smoothly cuts a clean 16" swath through grass, dandelions, tall lawn weeds. Cuts right up to walls, fences, trees and under overhanging shrubs. Practically eliminates hand trimming! Cuts steep banks easily! Cutting discs are now both Self-Cleaning and Self-Sharpening. Drive shaft mounted on permanently lubricated sealed bearings. Hundreds of thousands in world-wide use. Buy direct from factory and save. Owners Cooperation Plan can repay cost. Write today for full details on limited "On Approval... Trial Offer". Sold Direct Only.

MONTAMOWER DISTRIBUTING CO.
E. 46 Keeler Bldg., GRAND RAPIDS 2, MICH.

MARTIN'S FLAGS



★ ALL KINDS
★ ALL SIZES

Complete stocks for Lodges and Organizations.

Prompt shipment. Ask for our colorful WHOLESALE Catalog No. 19-B.

MARTIN'S FLAG CO., FORT DODGE, IOWA

REAL ESTATE BE A BROKER

PAYS BIG! SEND FOR FREE, BIG, ILLUSTRATED CATALOG NOW! Graduates report making substantial incomes. Start and run your own business quickly. Men, women of all ages, learn easily. Course covers Sales, Property Management, Appraising, Loans, Mortgages, and related subjects. STUDY AT HOME or in classrooms in leading cities. Diploma awarded. Write TODAY for free book! No obligation.

Approved for World War II and Korean Veterans

WEAVER SCHOOL OF REAL ESTATE (Est. 1936)
Suite 300 Law Bldg. Dept. 80E Kansas City, Mo.

TODAY.. write for folders.. no obligation

ETERNAL BRONZE

MEMORIAL PLAQUES, signs, honor rolls, add-a-plate tablets of hand-somely hand-chased cast bronze... famous for finer craftsmanship since 1882.

Newman Bros., Inc.
Dept. 722, Cincinnati 3, O.

STUDY AT HOME LAW FREE BOOK! PREPARE FOR THE BAR

Write today for FREE book, "The Law-Trained Man," which describes the famous Blackstone home-study course in bar and business law. All instruction material furnished including big 16-volume law library. Bachelor of Laws (LL.B.) degree awarded. Moderate cost; easy terms. Write today.

Blackstone School of Law, 225 North Michigan Ave.
Founded 1890 Dept. 110-A Chicago 1, Ill.

PHOTO-MONEY-CLIP
PLENTY OF ROOM FOR SENTIMENT, TOO!

Ideal for FATHER'S DAY

Has 2 compartments for photos, stamps, etc. Distinctively styled in heavy 14K gold plate. Attractively boxed. Money back guarantee if not delighted. Order by mail today. Send cash, check or M.O. No C.O.D.'s please, only \$1.00 ppr.

THE TREASURE HUB
Dept. E-6, 36 East 22nd Street, New York 10, N.Y.

PRICES SLASHED AGAIN!

Genuine **GABARDINE DRESS PANTS**

Save half what you'd pay elsewhere! Order 2 pairs—get \$2.50 belt free! Hard finish. Holds crease. Retains press. Shineresistant. Zipper front. Roomy pockets. Blue, Tan, Gray, Brown, Blue-Gray, Green. WAIST: 28 to 42. Pleated or plain front. (44 to 50, add 50c per pair.)

SEND NO MONEY! Send name, waist size, 1st, 2d and 3rd color choice. State if 1 or 2 pairs (belt free with 2 pairs.) Pay postman price plus small postage. Or send money, save postage. **MONEY BACK GUARANTEE.**

\$10 VALUE \$4.95 PR.

2 PRS. \$9.75 FREE \$2.50 BELT

LINCOLN TAILORS, Dept. EL-9, Lincoln, Nebr.

back, mouths open, teeth bared. They raked the hide from each other, made deep cuts. They screamed. Their teeth slipping off firm flesh clicked together. They sought jugular veins. They lunged their whole weight against each other. Now one or both whirled with catlike rapidity and kicked like a pile-driver. A pair of flying heels hitting against another pair of flying heels cracked like a whipsnap of lightning. Those heels could crash a hock or cave in a rib. Unless the weaker ran—and he often chose the better part of valor—he went to the ground, there to be pounded with iron-hard clubs and lacerated between steel-strong, ivory-spiked jaws.

AFTER going to the ground, a stallion was lucky if he could regain his feet and run. The victor might follow a runaway for a mile, tearing at him with every jump. If the runaway had mares, some might escape with him, but the conqueror was likely to take some. Sometimes the fighters were evenly matched. Cheyenne warriors once rode up on two stallions, each the dominator of a band of mares, too exhausted from long fighting to run away. Great strips had been jerked from their hides, and the nostrils of one had been torn off.

Like all wild creatures, wild horses feared man above other enemies and wanted to get away from him. Now and then, however, some lord of a mare-harem, instead of running from an approaching rider, would trot out a short distance to meet him, stand with head held high, and look steadily until assurance of danger made him waver. Then with a mighty snort he would wheel and, squealing and biting, set the mares off on a run. Bolder stallions would run only so far before turning on the chasers. A heavy black stallion with only the stubs of his ears remaining that ranged long ago on the Republican River of Kansas would invariably turn on Cheyenne riders when they neared his band. No mounted horse could be forced against him. He and his always got away. Another stallion, a strawberry roan, chased by the Cheyennes acted in a similar way. Any horse so brave must have "strong spiritual power," and killing him would bring "bad fortune to the killer."

If roped, a fighter stallion was likely to turn on his captor with a ferocity that only a bullet could quell. Frank Collinson, one of the most powerful men I have ever met, came in young vigor from England to Texas soon after the close of the Civil War and ranged as far west as grass grew. In the fall of 1874, he went to a camp of buffalo hunters on Double Mountain Fork of the Brazos River and, while waiting for troops to clear the Comanches off the range, threw in with a hide hunter named Louis Keys. Both had worked as cowboys and both rode the best of cow horses.

Mustangs were comparatively scarce

in that part of the country, but along Deep Point Creek, a magnificent-looking red-sorrel stallion guarded his band of mares. The buffalo hunters had no use for mares but wanted the stallion. Deep Point Creek has steep banks, lined by elm trees and other growth. If the mustangs were on the south side of the creek and took alarm, they ran to an old buffalo crossing and crossed to the north side. If anything disturbed them on the north side, they ran to another crossing and got on the south side.

Frank Collinson and Louis Keys decided that the first time they located these mustangs south of the creek, one would haze them across while the other waited on the north bank to rope the stallion when he came up. He would give a tremendous jerk when he hit the end of the rope; as Collinson rode the heavier horse, he was to do the roping. After Keys got the mustangs headed for the crossing, he was to fire his Winchester as a signal. Their chance to capture the stallion came as they had planned.

"Soon after I took my stand, beside the topping-out place on the trail," Frank Collinson said, "I heard the shot. Next I heard the plunging hoofs. The animals were running as hard as they could run. The first one up the trail was a big mare who always led the runs. The sorrel stallion was behind. I could not see him, but Keys later told me that he paused for a minute on the south rim to take a look at his enemy only a few hundred yards behind. He plunged up the bank like a big buck, in long jumps. Just as his head was clear, I shot my loop. I couldn't have made a neater catch.

"I thought he would run to the end of the rope, but before he tightened it he headed straight for me, ready to grab. He came pawing and caught my right thigh down towards the knee between his teeth. They peeled off pants, skin and a layer of flesh, and when they hit together they sounded like a sprung steel trap.

"I grabbed my sixshooter, and before he could charge a second time, shot. The flash of the discharge right in his face must have scared him. He wheeled. I had missed his head. While he was turning, I shot again and hit him near the root of the tail. He lunged to the end of the rope with all his might and jerked my horse down. I fell clear, but here he came again full speed, ears back and mouth open. His eyes were literally blazing. Just at this time, Keys topped out. He jumped off his horse, Winchester in hand, and shot. He hit the stallion in the shoulder, breaking it. That stopped him. The next shot hit him square in the head. He fell within a few feet of me. The rope about his neck was still tied to my saddle horn. I could hardly have reached the bluff for a jump. If Keys had not come up at the right instant, the stallion would almost certainly have killed me."

In fiction the proud stallion always "troops it at the head of his band." Sometimes the stallion did lead the runners. Generally he drove them, some mature, wise mare leading, taking his signals. He was rear-guard defender as well as general. He punished laggards unmercifully, forcing mothers to leave behind colts unable to stand the pace, on occasion killing them so they would not impede the manada's flight and cohesion. He raced up and down the sides of his manada, ramming into the ribs of one mare with his hard crest, kicking this one, raking that one with his teeth, grabbing into the haunch of another. There were stallions also who would break away from mares hard-pressed by the enemy man and depend for escape on solitary flight.

How good these wild horses were for use when captured cannot be unqualifiedly asserted. The original Spanish horses were strong in Arabian blood. If they were more Barb than Arabian, the fact remains that Barbs were derived from Arabians. In moist country to the southeast the wild horses tended to be more runty than in high dry country. In their epochal expedition into the Northwest around 1805, Lewis and Clark found many Indian horses, which were in effect mustangs, as good as "our best blooded horses in Virginia." Contrary to popular idea, there were few paints among them. Blacks, browns, bays, sorrels, whites, grullos (slate-colored) and duns were common.

Whatever their size or color, they were as competent at rustling a living as burros and were as tough as rawhide. When a band was chased on the prairie, the best individuals usually escaped. Along in the forties and fifties, mustangers took to relaying each other in "walking" a band down, dogging it for days until from sore feet, lack of sleep and sheer exhaustion it could be directed into a pen. There the top animals were roped and the dregs were turned out to breed. This meant a decline in type.

AFTER the West was fenced in, many mustangs were shot out of existence. They ate valuable grass and spoiled domestic horses. Others were bred out of existence, just as nearly all longhorn cattle have been "bred up" until few of the original type remain.

However superior or however inferior, the mustang was at his or her best only in freedom. Halted in animated expectancy or running in abandoned freedom, the mustang was the most beautiful, the most spirited and the most inspiring creature ever to print foot on the grasses of America. When he stood trembling with fear before his captor, bruised from falls by the restrictive rope, made submissive by choking, clogs, cuts and starvation, he had lost what made him so beautiful and free. Illusion and reality had alike been destroyed. Only the spirited are beautiful.

In the Doghouse

(Continued from page 26)

start with. Any pure-bred dog conforming to the standard of its breed will serve the purpose.

The winning of a ribbon, any kind of a ribbon is a genuine thrill for the small fry. At some of the smaller shows it is quite possible to get a third, a second or even a first prize with a dog of average quality and such a dog, unless it is one of the larger breeds, can be purchased at a fair and by no means excessive price. Reputable kennels like to encourage children to take an interest in breeding or showing dogs. It's to the advantage of the far-sighted kennel owner because this helps extend his market for good dogs. You may have seen the light in a youngster's eyes—and I hope you have—when it has been given a new bicycle or equally expensive toy, but brother you haven't seen anything until you see the light in those same eyes when that boy or girl wins its first show ribbon and, need I add, with that child there's no dog in all the world half so good as the one that has been awarded the ribbon. Yes, for long after, that dog is an extra special kind of dog. And you can be sure it will be given extra special care by its owner.

If you get a dog for a child for this purpose and don't know what should be done in the way of preparing it and entering it for showing, drop me a line and I'll be glad to tell you what to do. I should add here that should you follow such a course the smart thing is to let the youngster handle all matters pertaining to conditioning the dog and the details necessary to entering it in a dog show. One of the easiest and best ways to introduce a youngster to show dogs is

to buy a pup and enter it in a nearby match show. Such shows are not formalized bench shows but more often exhibit dogs competing against each that have no formal show experience or winnings.

What to look for when buying a dog? Well, I've described the procedure in other articles in your Elks Magazine but to brief them here, look for firm, pink gums, clean, white teeth, a clean breath, liveliness and avoid the pup that shows any signs of rash or an over-swollen stomach.

If the aristocratic pooch is out, and dog shows too, well, get any kind of dog for the boy or girl. In some places today pet shows are regularly held wherein a pedigree for a dog is wholly unnecessary. Prizes are given for the biggest dog, the smartest, the smallest, etc. The winning of a prize or the mere competition is a thrill for the child and a further inducement to give that dog better care and subsequent greater development of a sense of responsibility on the part of the boy or girl.

At what age should a youngster be before being given the care of a dog? Well, I'd say no younger than 10 to 12 years. If the child is naturally inclined toward kindness for animals then the age limit could safely be dropped to about eight although interests at that age are mercurial.

No I don't guarantee that the encouragement of a healthy hobby will keep the name of somebody's darling out of trouble, but it will help—especially if that hobby is a dog, and the responsibilities of its care be entrusted to a child.

What's your dog problem?



Here's a book by Ed Faust, *In the Doghouse* writer, that answers all usual problems of feeding, common sicknesses, tricks, training and general care of the dog. Its 48 pages are well printed and are illustrated with pictures of popular breeds. One authority says, "It is the most readable and understandable of all books on the subject."

PRICE ONLY 35c POSTPAID
Please do not send stamps

Please print name and address

it's the answer...

to your dog problems—so SEND FOR IT TODAY!
THE ELKS MAGAZINE, 50 EAST 42nd ST., N. Y. 17



KENNEL KOMB

\$1.00

This newly designed KENNEL KOMB is made of aluminum square cut teeth, so as not to scratch your dog's hide. Sent postpaid anywhere in the U.S.

CHIEF PUEBLO COMPANY
Dept. E64, P.O. Box 3052, Pueblo, Colo.

RUPTURE-EASER

T.M. Reg. U.S. Pat. Off. (A Piper Brace Truss)



A strong, form-fitting washable support. Back lacing adjustable. Snaps up in front. Adjustable leg strap. Soft, flat groin pad. No steel or leather bands. Unexcelled for comfort. Also used as after operation support. For men, women and children. Mail orders give measure around the lowest part of the abdomen and state right or left side or double. We Prepay Postage Except on C.O.D.'s.

PIPER BRACE CO.
811 Wyandotte, Dept. EK-66, Kansas City 5, Mo.

Store Route Plan PAYS BIG MONEY

BE A COUNTER CARD DISTRIBUTOR

Build a good-paying wholesale business of your own. Call on retailers of all kinds; supply nationally-advertised Aspirin, Cosmetics, Drugs, Notions, 200 other necessities on self-selling display cards. Big values at 5c and 10c to \$1. Deal with AA-1 firm, pioneer of the field. Free book gives all the facts. Write

WORLD'S PRODUCTS CO.
Dept. 82-P, Spencer, Indiana

Wake Up To More Comfort

Without Nagging Backache

Nagging backache, loss of pep and energy, headaches and dizziness may be due to slowdown of kidney function. Doctors say good kidney function is very important to good health. When some everyday condition, such as stress and strain, causes this important function to slow down, many folks suffer nagging backache—feel miserable. Minor bladder irritations due to cold or wrong diet may cause getting up nights or frequent passages.

Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 50 years. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 miles of kidney tubes and filters flush out waste. Get Doan's Pills today!

Don't let a premature "SPARE TIRE" make you look old!

Many a hard-working man develops a "pot" and looks old before his time. Not because he's truly fat or because of middle age. The reason is—his back and stomach muscles are constantly strained and tired and no longer support him properly. If that's your trouble, you can...

Look trimmer instantly!

Bracer Supporter Belt is the answer. Not a girdle or abdominal belt, Bracer is a man's garment. Supports back and stomach muscles firmly, healthfully. Helps pull your stomach back to its natural position. Lets you stand straighter, taller. And helps you...

Feel better, too!

Bracer takes the strain off overworked muscles, helps you work better, feel less tired. Bracer is made of cool, elastic cotton. Tube-weave leg straps can't curl or bind. Attached or detachable pouch models—each with convenient fly front. \$3.95 and up at drug, men's wear, surgical supply stores. Get your Bracer today!



FREE BOOKLET For additional facts, write today for free booklet, "What a Man Needs to Feel Better, Look Better," Bauer & Black, 309 W. Jackson Blvd., Chicago 6, Ill., Dept. EM-6.

Bracer®
SUPPORTER BELT
Made by Bauer & Black
Division of The Kendall Co.

Editorial

TO LOS ANGELES FOR 90TH SESSION



Appropriately for a great patriotic fraternity, this year on Independence Day the Grand Lodge opens its 90th Grand Lodge Session in Los Angeles—the first time since 1936 that the Sessions have been held in this great city and the fifth time in the Order's history of Grand Lodge Conventions, dating from 1870.

Early last Fall the Los Angeles B.P.O. Elks Convention for the 1954 National Convention, Inc., of which Past Grand Exalted Ruler Micheal F. Shannon was President, Past Grand Exalted Ruler L. A. Lewis Vice-President and Robert S. Redington Executive Director, started plans for an outstanding program. After Mr. Shannon's death in November, Mr. Lewis succeeded him as President and every Elk in attendance at the Convention will appreciate the enthusiasm and foresight shown by the Committee in planning the program which appears elsewhere in this issue.

While, of course, the serious business of Grand Lodge matters occupies the four mornings of the Convention, entertainment is by no means neglected and for this Los Angeles is a particularly advantageous city for it encompasses so much. One of the memorable facets of the Convention will be the serious—and often lively, too—music of the Elk bands and choral groups. With the drill teams, these groups will come to Los Angeles at great personal effort, but a most rewarding one for those in attendance.

Delegates to our 90th Convention will enjoy one of the notable experiences of their lives in Elkdom.

33 YEARS OF SERVICE



With this issue, *The Elks Magazine* starts the 33rd year of its existence and service to the Order and individual members.

The first issue, of June, 1922, went to a membership of 812,000 while this issue will be sent to 1,140,000 Elks.

The membership of 1922 was divided among 1,360 lodges. Today's total number of lodges is 1,684.

And so in the first 32 years of the life of *The Elks Magazine* there has been an increase of 328,000 or nearly 41 per cent. In the same period there has been an increase in the number of lodges of 324 or 24 per cent.

While the Order has grown steadily in this same period, the day of extraordinarily large lodges appears to have past. The style must have changed.

In 1922 there were eight lodges with a membership of over 5,000 and one of the eight had a membership of over 10,000. Today there is only one lodge with a membership of over 5,000.

It seems highly probable that the lodges that were over 5,000 in 1922 and are less than 5,000 now have not lost

much in the strength and importance of their community by their reduction in membership.

After all, the Order of Elks is largely a social organization and acquaintance and association among the members of the same lodge is a material factor in building the strength of the lodge and uniting each member for community work and charitable services and in effective patriotic support of the country in peace or in war. When you have in one lodge a membership of over 10,000 the general acquaintanceship among the members must be materially reduced and the possibility of effective performance similarly lessens.

In the year ending March 31, 1922, the charitable support recorded of the lodges of the Order amounted to \$2.48 per capita.

At the close of the subordinate lodge fiscal year, March 31, 1954, the total expenditure of the lodges for charitable, educational and patriotic activities amounted to around \$6,000,000. And so per capita expenditures of the individual members through their lodges has increased from \$2.48 in 1922 to practically \$6.00 in 1954.

The Elks Magazine represents today an organization very much stronger than the organization it represented in 1922. This means not only an increase in members but an increase in effective service to the members of the Order and to the communities in which they are located and the country of which these communities are a part. Every issue of the Magazine reflects the great community services of the lodges as well as the national scope of the Order.

At no time during the existence of the Order has the recognition and the outstanding qualities of leadership and service locally and nationally been as well understood and as highly regarded as it is today.

This may well properly inspire those who are responsible for the production of *The Elks Magazine* to make it and each succeeding issue more truly representative of the character of its membership, of the strength and standing of the Order and to such, constantly increasing improvement in the general character of the magazine in its articles, its fiction, in its reporting of the Grand Lodge Officers and the subordinate lodges.

TO CLEAR UP A POINT

While, of course, the Benevolent and Protective Order of Elks shares with all Americans the regard and respect we have for our great Canadian neighbors there is a point that in some quarters is not fully understood. As a fraternal organization, by a Statute passed by the Grand Lodge in 1890, our Order has restricted its membership to citizens of the United States and its Territories. Consequently, while to some extent the B.P.O.E. of Canada is modelled after our fraternity, there is no connection whatsoever between the two organizations. About 50 years ago there was some thought of establishing a reciprocal arrangement entirely limited to social exchange, but on consideration this plan did not materialize and it was definitely decided that, with all respect to the Canadian fraternity, our Order would be entirely a fraternity of the United States, with American citizenship a basic tenet of membership.

* OFFICIAL ELK JEWELRY

To Give . . . to Own . . . to Wear Proudly



OFFICIAL ELKS INSIGNIA BUTTONS are now available for the use of members of the Order. The Grand Lodge at its Session last July, authorized the National Memorial and Publication Commission to select official Elk button designs. Designs submitted by one of the outstanding jewelry manufacturers were approved by the National Memorial and Publication Commission and the Advisory Committee of the Grand Lodge. The Commission delegated the purchase and sale to The Elks Magazine. The prices below include insurance, postage and Federal excise tax, excepting when items are purchased for resale the excise tax is not included. Purchases for delivery in N.Y.C. add 3% to prices.



No. 1—50 year emblem. Beautiful, 10k gold with gold plated post and attaching button and five single cut sparkling 2-point genuine diamonds. Price \$78.85. A splendid gift to honored members or officers. No. 1A—Same design, set with five blue sapphires. \$19.25.



No. 6—40 year membership pin, with one diamond inset, 10k gold, gold plated post and attaching button. One 2-point single cut diamond inset. \$22.00.

No. 6A—Same design without diamond. \$8.25.

No. 5—The pin shown below is 15 year membership pin and of same design as 10 year membership pin described below. \$7.35.



No. 2—Plain 50 year membership pin with no jewel but brilliantly enameled red, white and blue. 10k gold with gold plated post and attaching button. \$11.00.



No. 3—25 year membership, plain (no jewels) 10k gold with gold plated post and attaching button. Handsomely enameled red, white and blue. \$8.25.

* Registered designs of the B.P.O.E. TM and © applied for.

Delivery of merchandise can be expected within two weeks from receipt of order.



No. 8—Honorary life membership pin. 10k gold, gold plated post and attaching button. \$9.15.

No. 8A—Same design with three 2-point blue sapphires. \$13.75.

No. 8B—Same design with three 2-point diamonds. \$49.50

No. 4—10 year membership pin. No jewel but same fine craftsmanship in design and finish of all pins listed here. 10k gold, gold plated post and attaching button. \$7.35.



No. 7—Membership pin without years designation. 10k gold, gold plated post and attaching button. \$7.35.

No. 7S—Same as No. 7 but set with one 4-point genuine blue sapphire. \$11.00.

No. 7A—Same design with 2-point diamond. \$20.15.

No. 7B—Same design with 4-point full cut diamond. \$28.40.

NOTE: To Dealers and Lodges

The Elks Magazine will be glad to quote special discounts to dealers and to Lodges for resale to members.

All Pins Manufactured By L. C. Balfour Co., one of America's Leading Manufacturing Jewelers

THE ELKS MAGAZINE
50 East 42nd Street,
New York 17, N. Y.

Enclosed is check for \$..... for emblem button—please send selection checked below—

No. 1	No. 1A	No. 2	No. 3	No. 4	No. 5
No. 6	No. 6A	No. 7	No. 7S	No. 7A	No. 7B
No. 8	No. 8A	No. 8B			

Name.....

Street.....

City.....State.....



I'VE TRIED
'EM ALL. I'VE CHANGED
TO **CAMELS** FOR MILDNESS AND
FLAVOR THAT AGREE WITH ME
BEST. YOU TRY CAMELS, YHEAR?

Red Barber

RED BARBER, Famous Sports Announcer

"Yessir! the Ol' Redhead has changed
to **CAMELS**"
(choice of many of his friends
in the Major Leagues!)



BOB LEMON,
Cleveland Indian
pitcher, says,
"Camels are mild—
the flavor's great!"



MICKEY MANTLE,
Yankee slugger,
tried Camels for 30
days. "I'm staying
with Camels!"



HARVEY KUENN,
Detroit Tigers'
flashy shortstop,
says: "I go for
Camels' flavor!"



MEL PARNELL,
Red Sox pitcher, is
a long-time Camel
fan. "I'll always
prefer Camels!"



TED KLUSZEWSKI,
Cincinnati Reds'
slugging infielder,
says: "Camels are
a pure pleasure!"



VIRGIL TRUCKS,
Chicago 20-game
winner, says,
"Camels have mild-
ness and flavor!"



Red SCHOENDIENST,
Cardinals' second
baseman, says, "I'll
take Camels for
mildness!"



WARREN SPAHN,
Braves' hurler, says,
"I'm for Camels'
swell flavor and
cool mildness!"



HARVEY HADDIX,
Cards' 20-game
winner, changed to
Camels for their
"good taste!"



GERRY COLEMAN,
Yankee infielder,
tried all brands and
made Camel his
choice for good!



GRANNY HAMNER,
Philadelphia Phils,
says
Camels have the
"best flavor"!



EDDIE LOPAT,
Yankee hurler, has
smoked Camels for
years. "Can't beat
em for mildness!"



BOB PORTERFIELD,
Washington's 22-
game winner, finds
Camels "mild—with
a swell flavor!"



MICKEY VERNON,
Washington, A. L.
top hitter, says,
"Camels' flavor
agrees with me!"

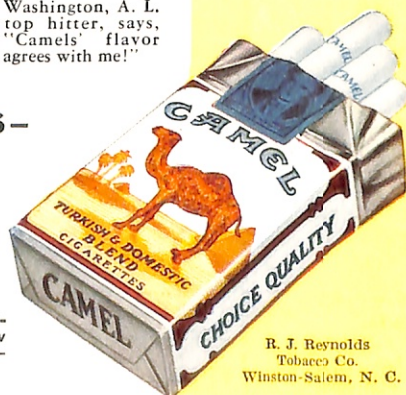
for Mildness...for Flavor...
**Camels agree with more people
than any other cigarette!**

**CAMELS FIRST IN SALES—
NOW LEAD BY RECORD**

50⁸/₁₀%

Latest published figures* from the leading industry analyst, Harry M. Wooten, show Camels now 50 8/10% ahead of the second-place brand — biggest preference lead in history!

*Printers' Ink, 1954



R. J. Reynolds
Tobacco Co.
Winston-Salem, N. C.

● Year after year, Camels increase their popularity-lead over the second-place brand! Listen to Major Leaguers — listen to smokers everywhere — and you'll know why more people get more pure pleasure from Camels' mild, flavorful blend of costly tobaccos! Try Camels for 30 days — see what *you've* been missing! See how well Camels agree with *you*!